



## The Jacksonville Transportation Authority Board of Directors

The Jacksonville Transportation Authority's governing body is comprised of seven members. Three members were appointed by the Governor and confirmed by the Florida Senate, three members were appointed by Jacksonville's Mayor and confirmed by the City Council, and the seventh member is the District Two Secretary of the Florida Department of Transportation (FDOT). Members serve a four-year term with the exception of the FDOT Secretary who serves the length of his/her employment in that position and can be re-appointed for an additional four years. The board members of the JTA are not entitled to compensation, but are reimbursed for travel and other expenses actually incurred in their duties as provided by law

Kevin Holzendorf



Chairman

Ari Jolly



Vice-Chair

G. Ray Driver, Jr.



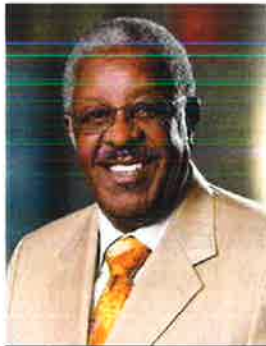
Treasurer

Debbie Buckland



Secretary

Isaiah Rumlin



Immediate Past Chair

Nicole Padgett



Board Member

Greg Evans, P.E.



Ex-Officio Board Member &  
FDOT District Two Secretary

**TITLE VI GUIDELINES FOR FTA RECIPIENTS  
TABLE OF CONTENTS**

**I. GENERAL REPORTING REQUIREMENTS**

Introduction	5
A. Recipient Status	7
B. The Update Report is Submitted On Time	7
C. Recipient Annual Title VI Certification and Assurances	7
D. Recipient "Title VI Notice to Public"	7
E. Title VI Complaint Procedures	7
F. Title VI Complaint Forms	8
G. Title VI Investigations, Complaints and Lawsuits	8
H. Public Participation Plan	8
I. Language Assistance Plan	9
J. Table Depicting Membership Boards/Committees	14
K. Description of How Agency Monitors Subrecipients	14
L. Title VI Program Approval by Board of Directors	15
M. Service Standards	15
N. Demographic and Service Profile Maps and Charts	15
O. Demographic Ridership and Travel Patterns	16
P. Requirements to Monitor Transit Service	16
Q. Title VI Service and Fare Equity Analysis	16
R. Public Engagement Process for Setting Major Service Change Policy	16

## ATTACHMENTS

- Attachment 1 .....Annual Title VI Certification and Assurance, page 18
- Attachment 2 ..... JTA Title VI Notice to the Public, page 23
- Attachment 3 ..... Title VI Complaint Procedures, page 25
- Attachment 4 ..... JTA Title VI Complaint Forms, page 29
- Attachment 5 ..... Title VI Investigations and Complaints, page 36
- Attachment 6 ..... Public Participation Plan, page 40
- Attachment 7 ..... Language Assistance Plan, page 48
- Attachment 8 ..... Table Depicting Membership Boards/Committees, page 50
- Attachment 9 ..... Title VI Program Approval by Board of Directors, page 52
- Attachment 10 ..... Service Standards, page 56
- Attachment 11.....Demographic and Service Profile Maps/Charts, page 67
- Attachment 12..... Demographic Ridership and Travel Patterns, page 70
- Attachment 13 .....Requirements to Monitor Transit Service, page 74
- Attachment 14..... Title VI Service and Fare Equity Analyses, page 84
- Attachment 15.....Public Engagement Process for Service Change Policy, page 103

## Introduction

The Jacksonville Transportation Authority (JTA), as the public transportation provider in Duval County, Florida, is required to submit to the Federal Transit Administration (FTA) a Title VI Program update every three years. This report is intended to demonstrate compliance with Title VI requirements and ensure that transit services are equitably distributed as well as and provide equal access and mobility to any person without regard to race, color, or national origin.

This update for 2021-2023 has been prepared pursuant to Title VI of the Civil Rights Act of 1964, FTA Circular 4702.IB, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients" published October 1, 2012. This update also summarizes the JTA transportation service provisions since the last Program update was approved.

## Title VI Program Policy Statement

As a provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority d.b.a. JTA, recognizes its responsibility to the community it serves and is committed to a policy of non-discrimination. It is JTA's policy that we work to ensure non-discriminatory transportation in support of our service philosophy to enhance the lives of our customers daily with pride, passion, and performance, as well as, the organizational mission to link our community by providing quality mobility options with innovation, integrity, and teamwork.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

The Environmental Justice component of Title VI guarantees fair treatment for all people and allows JTA to identify and address, as appropriate disproportionate and adverse effects of its program, policies, and activities on minority and low-income populations.

The three fundamental Environmental Justice concepts are to:

1. Avoid, minimize, or mitigate disproportionately high and adverse human health or environmental effects, including social and economic effects, on minority and low-income populations.
2. Ensure the full and fair participation by all potentially affected communities in the transportation decision-making process.
3. To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

Ken Middleton, Director - Diversity, Equity & Customer Advocacy, has been designated as JTA's Civil Rights Officer. Mr. Middleton is responsible for the civil rights compliance and monitoring, to ensure non-discriminatory provision of transit services and programs.

However, along with the Chief Executive Officer, all directors, managers and their staff share in the responsibility for making JTA's Title VI Program a success. Implementation of the Title VI Program is given the same priority as compliance with all other legal obligations incurred by JTA in its financial assistance agreements with the U.S. Department of Transportation.

To obtain a copy of the agency's Title VI Program, contact JTA. Any person who believes that they have been denied a benefit, excluded from participation in, or discriminated against under Title VI have the right to file a formal complaint in writing to the Director - Diversity, Equity & Customer Advocacy.

File your formal complaint in writing to: Ken Middleton, Director - Diversity, Equity & Customer Advocacy, 100 N. Myrtle Avenue, Jacksonville, Florida 32204, email [Kmiddleton@jtafla.com](mailto:Kmiddleton@jtafla.com) or by calling (904) 598-8728. Please be sure to include your name, address, and how you may be contacted (phone number, email address, etc.) Complaints are documented, logged, and tracked for investigation. Once the investigation is completed, the customer will be notified of the results of the investigation.

Individuals and organizations may file a complaint with the Federal Transit Administration's Office of Civil Rights by obtaining the complaint form from:

<https://www.transit.dot.gov/regulations-and-guidance/civil-rights-ada/file-complaint-fta>

## I. GENERAL REPORTING REQUIREMENTS

### A. Recipient Status

The Jacksonville Transportation Authority (JTA) is a regular direct FTA recipient. JTA is updating its Title VI Program to be submitted in April 2020 and in accordance with the FTA Circular 4702. 1B.

### B. The Update Report Is Submitted On Time

This report is submitted 60 days before the due date of June 2020.

### C. Recipient Annual Title VI Certification and Assurances (ATTACHMENT 1)

JTA has submitted its annual Title VI certification and assurances in TrAMS.

### D. Recipient "Title VI Notice to the Public" (ATTACHMENT 2)

JTA's Title VI information advises all customers of JTA's programs and services of their rights under Title VI. This notice may be found on JTA's website at [www.jtafla.com/TitleVI/](http://www.jtafla.com/TitleVI/). JTA dedicates this section of its website to notify the public of its rights and protections against discrimination afforded them by Title VI. Title VI signage is posted at all public hearings. The Diversity & Equity Program staff attends public hearings and is responsible for implementation and oversight of the Title VI program at JTA. Title VI training is provided internally each quarter to all new employees and to those that need refresher training every three years.

### E. Title VI Compliant Procedures (ATTACHMENT 3)

Members of the public who feel they have been discriminated against based on race, color, national origin, age, gender, or disability are afforded the opportunity to have their concern documented through JTA Customer Relations. The public has the option to convey their concern via direct phone communication with a customer relations representative, face to face during regular business hours, via the internet in the form of email, or written correspondence. Complaints are documented, logged and tracked for investigation. Once the investigation is completed, the customer is notified of the outcome of the investigation. If the customer is not satisfied based on the results of the investigation, they are then referred to the JTA's Director - Diversity, Equity & Customer Advocacy for escalation. The Title VI complaint form and procedures are located on JTA's website and are in compliance with Title VI requirements. A copy of JTA's current Title VI complaint procedures are posted on the JTA website and are detailed in Attachment 3. The complaint procedures are provided in English and Spanish on the website and Google Translate is available for additional languages.

As a recipient of federal financial assistance, the JTA has in place the following Title VI complaint procedure.

Any person who believes he or she has been discriminated against on the basis of race, color, or national origin by the JTA (hereinafter referred to as "the Authority") may file a Title VI complaint by completing and submitting the agency's Title VI Complaint Form. The Authority investigates complaints received no more than 180 days after the alleged incident. The Authority will process complaints that are complete.

Once the complaint is received, the Authority will review it to determine if the Diversity, Equity & Customer Advocacy office has jurisdiction. The complainant will receive a response from the JTA informing him/her whether the complaint will be investigated.

The Authority has 30 days to investigate the Title VI complaint. If more information is needed to resolve the case, the Authority may contact the complainant. The complainant has 30 business days from the date of the letter to send requested information to the investigator assigned to the case. If

the investigator is not contacted by the complainant or does not receive the additional information within 30 business days, the Authority can administratively close the case. A case can be administratively closed also if the complainant no longer wishes to pursue their case.

After the investigator reviews the complaint, he/she will issue one of two letters to the complainant: a closure letter or a letter of finding (LOF). A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed. An LOF summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member or other action will occur. If the complainant wishes to appeal the decision, she/he has 30 days after the date of the letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, at FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

In addition, a copy of the complaint procedures is posted on all revenue service vehicles: fixed-route, paratransit, ferry and fixed-guideway. A sample is attached. All Title VI complaint procedure signage is made of a polystyrene material for longer life. Each sign has been inserted into a plastic holder.

Title VI signage is visible in all areas where the public has direct interaction with JTA staff. This includes the following areas:

- Rosa L. Parks Transit Station
- Myrtle Avenue Operations Campus, Building 1
- Myrtle Avenue Operations Campus, Building 2
- Kings Avenue Station
- Each Skyway Station
- Jacksonville Regional Transportation Center (JRTC) 1111 West Forsyth Street

Title VI signage is also present and visible at JTA's three largest transfer stations. This includes the following:

- Regency Square Mall Hub
- Gateway Center Hub
- Soutel Hub
- Rosa L. Parks Transit Station
- Avenues Walk Park & Ride
- Armsdale Park & Ride

F. Title VI Complaint Forms (ATTACHMENT 4)  
JTA's website Title VI complaint form is available in English and Spanish.

G. Title VI Investigations, Complaints and Lawsuits (ATTACHMENT 5)  
A detailed list of transit related investigations and complaints has been provided in the attachment. There have not been any lawsuits relating to Title VI.

H. Public Participation Plan (ATTACHMENT 6)  
JTA has and shall continue to employ every available method and initiative available to ensure that the public at large has full and unbridged access to transit service.

~~Currently, JTA utilizes the following to engage the public and communicate all available services:~~

- a. Scheduling of meetings at convenient and accessible times for minority and LEP communities
- b. Coordinating with community and faith-based organizations, educational institutions and other



organizations to implement public engagement strategies that elicit specifically members of affected minority and/or LEP communities.

- c. Utilization of appropriate radio, television and newspaper ads that serve LEP and minority populations
- d. Invoking public participation through personal interview when deemed necessary.

Since the ROI Initiative in 2014, Community Outreach, Customer Service and Public Participation functions and practices have transitioned to a single Customer Engagement function within the JTA's Engagement Division. While working partnerships with Public Affairs-Marketing & Communications team for provision of collateral and social media remain viable, responsibility for active community outreach and logistics of public meetings/hearings reside within the Customer Engagement function in addition to bottom-line responsibility for Service Change public participation activities. Of note, responsibility for public participation activities for Construction and Capital Projects resides with individual project management teams, with the Customer Engagement team providing logistical oversight and support for their public meetings.

The JTA's Customer Engagement Team disseminates to and receives information from customers/the-general public through three functions:

- A part-time ten-member Community Outreach Team (one bi-lingual Spanish-Language member) consisting of two Co-Leaders, seven Coordinators and one Program Assistant. The team consists of seasoned customer service and transportation professionals who spend their 28-hour weeks at JTA hubs, on buses and at community events/agencies to assist existing and potential riders with information about the JTA's system and services. The team connects with more than 30,000 diverse individuals each year throughout the City of Jacksonville, and issues close to 2000 face-to-face customer surveys on varying topics each year.
- A Customer Service Team (one bi-lingual Spanish-Language member) consisting of one full-time Supervisor and a staff of 17 full and part-time representatives that include a media delivery specialist, a lost & found specialist, an administrative receptionist and 14 Call Center representatives. Inbound customer calls require knowledge of the transit system (trip planning, service status, complaint handling and STAR Card/Fare issues). Regular training, team meetings, electronic and face-to-face communication ensures accurate provision of information to customers.
- The full-time Senior Manager Customer Engagement oversees Outreach and Customer Service teams while providing hands-on management of a public outreach function that includes responsibility for many of the JTA's public meetings/hearings and participation at 60+ City of Jacksonville CPAC (Citizen Planning Advisory Committee) meetings a year. Service and program updates/changes are presented to CPACs each month, along with the provision of collateral/materials and electronic files for distribution to a collective 60,000-name database. CPAC members include representatives from each district's homeowner associations, business leaders, non-profit leaders, concerned citizen leadership as well as local legislators. The CPAC function is a highly effective channel for dissemination of JTA information to diverse networks throughout Jacksonville.

#### I. Language Assistance Plan

(ATTACHMENT 7)

JTA started the four-factor analysis in October 2019, which was documented in its Limited English Proficiency (LEP) Plan. The plan described how JTA addressed each factor to determine LEP services. It was completed in December 2019.

In November and December 2019, JTA conducted a customer contact survey. JTA found (as summarized below) that 0.87% of customer contacts had limited English proficiency, and only 0.67% were Spanish speaking LEP customers. These numbers are consistent with the customer contact

survey conducted in 2017, which also found that 0.87% of customer contacts had limited English proficiency, and that 0.68% were Spanish speaking LEP customers.

Separately, in November 2016, JTA conducted an origin-destination survey. During that survey, customers were asked about their English proficiency. It was concluded that 1 percent of respondents would have Limited English Proficiency. (17 percent of the 6 percent who spoke another language at home spoke English less than Very Well). Spanish-speaking LEP customers accounted for 0.68 percent of all customers (68 percent of LEP customers).

The findings of the customer contact survey conducted in 2019 were:

- I. Assess the Number and Proportion of LEP Persons Served in the Eligible Population
  - a) According to the American Community Survey 1-year estimate, 6.4 percent (56,998 of 885,721) residents in Duval County (JTA's service area) speak English less than "very well."
  - b) ~~Table 4 shows the participation of students in ESOL in Duval County, and Spanish is the predominant language spoken.~~

County	School District	ESOL/ELL	Percent ESOL/ELL	Predominant Language
Duval	132,140	9,369	7%	Spanish

c) The table below is the JTA Language Line services from January 1, 2016 via October 31, 2019. The table indicates that JTA LEP Program is in compliance with the Safe Harbor Provision. The following language constitutes 5% or over 1,000 persons, whichever is less of the total population of persons eligible to be served, or likely to be affected or encountered. The languages listed below fall under the Safe Harbor Provision. JTA will translate critical documents in any of these languages upon request.

Language	Total Minutes	Total Calls	Avg. Length of Call	Pct. of Total Minutes
<b>503560 Jacksonville Transportation Authority</b>				
SPANISH	9286	1179	7.9	90.1%
BOSNIAN	593	52	11.4	5.8%
ARABIC	142	5	28.4	1.4%
RUSSIAN	61	7	8.7	0.6%
RUNDI	49	3	16.3	0.5%
BURMESE	45	3	15.0	0.4%
HAITIAN CREOLE	25	3	8.3	0.2%
FARSI	20	2	10.0	0.2%
HINDI	19	1	19.0	0.2%
TAGALOG	14	2	7.0	0.1%
VIETNAMESE	14	1	14.0	0.1%
SWAHILI	13	1	13.0	0.1%
MANDARIN	11	2	5.5	0.1%
AMHARIC	7	1	7.0	0.1%
ALBANIAN	3	1	3.0	0.0%
KINYARWANDA	3	1	3.0	0.0%
Lang Count:	16	10305	1264	8.2

	Total Languages	Total Minutes	Total Calls	Avg Length of Call
<b>Total IDs: 1</b>	<b>16</b>	<b>10305</b>	<b>1264</b>	<b>8.2</b>

2. Assess the Frequency With Which LEP Individuals Come in Contact With the Service

a) In November and December 2019, a survey of all customer contacts determined that only 422 (0.87 percent) of 48,360 customer contacts were with customers of Limited English Proficiency.

Language Line Services

Language Line Services is a telephone interpreting service that enables JTA to assist customers and employees to communicate in over 200 languages. This service is available 24 hours a day, 365 days a year. List below is the services provided from January 1, 2016 through October 31, 2019.

Language	Total Minutes	Total Calls	Avg. Length of Call	Pct. of Total Minutes
<b>503560 Jacksonville Transportation Authority</b>				
SPANISH	9286	1179	7.9	90.1%
BOSNIAN	593	52	11.4	5.8%
ARABIC	142	5	28.4	1.4%
RUSSIAN	61	7	8.7	0.6%
RUNDI	49	3	16.3	0.5%
BURMESE	45	3	15.0	0.4%
HAITIAN CREOLE	25	3	8.3	0.2%
FARSI	20	2	10.0	0.2%
HINDI	19	1	19.0	0.2%
TAGALOG	14	2	7.0	0.1%
VIETNAMESE	14	1	14.0	0.1%
SWAHILI	13	1	13.0	0.1%
MANDARIN	11	2	5.5	0.1%
AMHARIC	7	1	7.0	0.1%
ALBANIAN	3	1	3.0	0.0%
KINYARWANDA	3	1	3.0	0.0%
Lang Count:	16	10305	1264	8.2

	Total Languages	Total Minutes	Total Calls	Avg. Length of Call
<b>Total IDs: 1</b>	<b>16</b>	<b>10305</b>	<b>1264</b>	<b>8.2</b>

3. Assess the Nature and Importance of the Program, Activity or Service Provided by the Recipient

- a) JTA's LEP identifies programs to assist persons with limited English proficiency who utilize the following important JTA Activities and programs:
- (1) Central fixed route (Rosa Parks Transit Station)
  - (2) Fixed Route Community Outreach Team
  - (3) Fixed Route Supervisors
  - (4) Planning Department Staff
  - (5) Administration (Front Desk)
  - (6) Connexion (ADA Paratransit Service) Front Desk, Reservations and Dispatch
  - (7) Connexion Eligibility
  - (8) Skyway

Identify LEP Persons Who Need Language Assistance

- b) In November and December 2019, a survey of all customer contacts identified 21 language groups, and one recorded as "unknown" by staff.
- c) The largest group was Spanish, with 322 of the 422 LEP contacts. This represented 76.3 percent of all LEP contacts, and only 0.67 percent of all contacts.

4. Assess the Resources Available to the Recipient and Costs

- a) JTA has implemented several key steps to assist persons with limited English proficiency, within reasonable cost constraints.
- (1) Contract with Language Line Services for on-call interpretation services;
  - (2) Identified staff that speak four other languages who can assist LEP individuals needing language assistance;
  - (3) Translate transit schedules, public notices and other documents upon request;
  - (4) Provide telephone interpretation into Spanish for basic transit information;
  - (5) Develop curriculum to train frontline customer service and other key staff in how to respond to LEP customers.

Conclusion:

Although less than 5% of the eligible LEP population in the market area is in need of language services, it has been determined that the greatest need currently would be to translate vital documents into Spanish. Other languages would be translated upon request.

Listed below are the steps that to be taken during the LEP process.

- a) Title VI training, to include LEP program training, is required for all new employees and is offered each quarter;
- b) Employees have been identified who speak various foreign languages and who have agreed to assist customers as needed;
- c) Employees have been advised and are aware of staff who can interpret when needed;
- d) JTA has advised all staff to be sensitive to persons with limited English proficiency;
- e) Language Line Services is the vendor that the agency uses for interpretation services. The customer service and reservationists departments primarily use this service.
- f) Written documents will be translated using local vendors, upon request.

Monitor/Update the Plan

- a) JTA will continue to monitor the LEP program through trainings and make periodic program adjustments as needed.

J. Table Depicting Membership of Boards/Committees(ATTACHMENT 8)

The JTA Board of Directors is the official decision –making body for JTA. Florida Statute 343.63 determines the composition of the Board; therefore, JTA has no ability to ensure that there is adequate representation of minorities on this body.

The Jacksonville Transportation Advisory Committee (JTAC) is the only non-elected, advisory committee.

The two tables provided in the attachment are that of the Jacksonville Transportation's Board of Directors and JTAC.

The JTA Board of Directors consists of seven members. The Mayor of the City of Jacksonville appoints three of the members. The Governor of the State of Florida appoints three of the members. The final board member is the District 2 Florida Department of Transportation Secretary.

Both appointing bodies (Governor and Mayor's Offices) pay particular attention to the current minority make-up of the Board when selecting individuals to serve. Care is taken to ensure that the Board makeup are representatives from the City of Jacksonville.

The JTAC consists primarily of individuals from the disabled community who ride paratransit and fixed-route services. The JTAC committee selects new officers every two years from among its membership, which are in good standing. JTA staff is constantly encouraging individuals who utilize the paratransit and fixed services to become members of JTAC. As a result, minority membership for JTAC has increased. Due to the physical limitations of many members and the nature of their disabilities, it has been a challenge to maintain those members in good standing since there is a requirement that members attend a specific amount of meetings during the year.

K. Description of How Agency Monitors Sub recipients

During FY's 2017 – 2019, JTA extended Federal financial assistance to Clay County Council on Aging (Clay CCoA). Throughout this course, JTA completed annual on-site monitoring visits at Clay CCoA to ensure funds are being used in accordance with the terms awarded and in compliance with Title VI. Clay CCoA, began receiving Section 5307 funds from the JTA in 2013. Staff at the JTA has been providing assistance to Clay CCoA to help them create and maintain their own Title VI program. While on-site, the JTA audited financial records, invoices and supporting documentation to support the invoice, and actual services provided were reviewed. The reviewed invoices and supporting documentation are compared to invoices submitted to JTA to verify accuracy. For trip assistance the rate is based on 50 percent of the approved trip rate used by the Community Transportation Coordinator as established through the state of Florida. The rate derived from review of the specific agency's financial statements to ensure the operating assistance does not create supplanting and does not over compensate the agency for 50 percent of the eligible costs of trips.

In addition, during the on-site reviews, the agencies' vehicles are inspected for cleanliness and working wheelchair lifts. Clay CCoA were asked to provide the most current Title VI Policy and to show how the Title VI Statement is posted for customer awareness.

Clay CCoA FY2017 Title VI Report reflect the approved FY2017 JTA Title VI Program. Clay CCoA Title VI Program included a notice to beneficiaries, complaint procedures, complaint form, public participation plan, and language assistance plan when appropriate.

In regards to JTA obligations to monitor Clay CCoA programs and services was discontinued in 2019, due to changes in services between Clay and Duval County.

L. Title VI Program Approval by Board of Directors (ATTACHMENT 9)

Attached are the minutes and approved resolution by the JTA Board of Directors from the April 2020 board meeting.

M. Service Standards (ATTACHMENT 10)

The following service standards are attached:

1. Major Service Change Policy
2. Disparate Impact Policy
3. Disproportionate Burden Policy
4. Transit Service Standards and Policies

N. Demographic and Service Profile Maps and Charts (ATTACHMENT 11)

The following demographic and service profile maps and charts have been provided:

1. JTA Transit Facilities, Trip Generators and Minority Population - This base map shows JTA's service area, including transit routes, fixed guideway alignments, and premium service areas. The map also displays transit trip generators including malls, hospitals, and colleges.
2. Percentage of minority population is shown on the map by Census Tract using data from the 2010 US Census.
3. JTA Service Area with Minority Population - This demographic map shows the JTA service area, with Census Tracts where the percentage of the total minority population residing in these areas exceeds the average percentage of minority populations for the service area as a whole. The data source used for minority populations is the 2010 US Census Summary File 1, Table QTP4. Service area is defined by a compilation of census tracts that touch a three-quarter-mile buffer surrounding fixed routes.
4. Therefore, the service area includes all of Duval County with 173 tracts, 15 tracts in Clay County, and three tracts in St. Johns County, for a total of 191 tracts. The average percent of minority population for the service area is 41.4 percent. There are 86 tracts, or 45 percent with minority population above the average for the service area.

5. JTA Service Area With Low Income Population - This demographic map shows the JTA service area with Census Tracts where the percentage of the total low-income population residing in these areas exceeds the average percentage of low-income populations for the service area as a whole. The data source used for low-income populations is the American Community Survey 5 Year Estimate, 2008-2012, Table.S1701. The average percent of low-income population for the service area is 14.8 percent. Of the 191 tracts encompassing the JTA service area, there are 84 tracts, or 44 percent that exceed the average percent of low-income population for the service area.

O. Demographic Ridership and Travel Patterns (ATTACHMENT 12)

This demographic profile shows a comparison of minority riders and non-minority riders, based on the Onboard Survey conducted in 2016. This survey resulted in demographic and travel pattern information for over 10 percent of JTA's riders.

P. Requirements to Monitor Transit Service (ATTACHMENT 13)

The results of the Monitoring Program and Report are provided along with a detailed explanation of each service area.

Q. Title VI Equity Analysis (ATTACHMENT 14)

The Title VI Equity Analysis has been provided for the JTA First Coast Flyer Bus Rapid Transit (BRT) Service Changes for 2018 and 2019.

R. Public Engagement Process for Setting Major Service Change Policy (ATTACHMENT 15)

The process that JTA uses in setting Major Service Changes is as follows:

1. Public notices published in Florida Times-Union newspaper at least 30 days before public hearing events.
2. Notices displayed on JTA website (capability for instantaneous Spanish-language translation), social media, interior bus posters, A-Frames at bus hubs.
3. Flyers distributed at bus hubs, community events.
4. Flyers sent to six City of Jacksonville CPACs (Citizens Planning Advisory Committee) for electronic distribution to diverse membership.
5. Press release sent to majority and minority media outlets.
6. JTA major bus hubs, community colleges and public libraries were selected in various parts of the City of Jacksonville to hold public meetings.
7. Public meetings/hearings held in transit and ADA accessible areas for low-income, minority and disabled communities
8. Community leaders and minority organizations were notified.
9. Public hearing was held in centrally located venue in downtown area.



10. Public hearing required a 30-day advance notice and a court reporter was present to take minutes.

11. Locations included: FSCJ: Downtown/Kent/South Campus; Public Libraries: Main, Highlands; Legends Community Center; Senior Centers: Mary Singleton, Oceanway; CareerSource at JTA Gateway Hub.

Dates/Locations of the Public Meetings

Location	Date/Time	Venue
Mayport	June 11, 2019 8 a.m.	Scanlon Boat Ramp Community Center 4870 Ocean Street
Argyle/Southwest Side	July 30, 2019 5 p.m.	Argyle Church of Christ 7310 Collins Road
Northwest Side	July 31, 2019 5 p.m.	Legends Center 5130 Soutel Drive

Dates/Location of Public Hearings

Location	Time	Venue
Downtown	August 2, 2018 11 a.m.; 4 p.m.	FSCJ Downtown Campus 101 W. State Street

Attachment 1

Annual Title VI Certification and Assurances

Jacksonville Transportation Authority (Inc.)  
Jacksonville JTA | 1085

Follow this record to see news related to it in y our news feed

Certifications & Assurances | FY 2020 C&A Affirmations

Recipient Details

Recipient ID

[1085](#)

Recipient Name

Jacksonville Transportation Authority (Inc.)

Certification and Assurance Information

Fiscal Year

2020

Assigned Date

2/28/2020

Due Date

5/28/2020

Original Certification Date

3/30/2020

Latest Certification Date

3/30/2020

Published Certifications and Assurances

[FTA CERTIFICATIONS AND ASSURANCES](#)

Public Transportation Agency Safety Plan (PTASP)

On or before July 20, 2020, applicants and recipients of Section 5307 grants and rail transit agencies that are subject to the State Safety Oversight Program must certify to Category 2: Public Transportation Agency Safety Plans

List of All Applicable Agencies

PTASP Technical Assistance Center

Certifications and Assurances

Certification History

Certification Date: 3/30/2020 | Official: Nathaniel Ford | Attorney: Richard Milian  
 Certification Date: 3/30/2020 | Official: Nathaniel Ford | Attorney: Richard Milian

Category Sortable column, sorted ascending, activate to sort descending	Title Sortable column, activate to sort ascending	Certified Sortable column, activate to sort ascending
01	Certifications and Assurances Required of Every Applicant	
02	Public Transportation Agency Safety Plans	
03	Tax Liability and Felony Convictions	
04	Lobbying	
05	Private Sector Protections	
06	Transit Asset Management Plan	
07	Rolling Stock Buy America Reviews and Bus Testing	
08	Urbanized Area Formula Grants Program	
09	Formula Grants for Rural Areas	
10	Fixed Guideway Capital Investment Grants and the Expedited Project Delivery for Capital Investment Grants Pilot Program	
11	Grants for Buses and Bus Facilities and Low or No Emission Vehicle Deployment Grant Programs	

Category Sortable column, sorted ascending, activate to sort descending	Title Sortable column, activate to sort ascending	Certified Sortable column, activate to sort ascending
12	Enhanced Mobility of Seniors and Individuals with Disabilities Programs	
13	State of Good Repair Grants	
14	Infrastructure Finance Programs	
15	Alcohol and Controlled Substances Testing	
16	Rail Safety Training and Oversight	
17	Demand Responsive Service	
18	Interest and Financing Costs	
19	Construction Hiring Preferences	
20	Cybersecurity Certification for Rail Rolling Stock and Operations	

1 to–20 of 20

Documents Hide section contents

#### Existing Documents

Document Sortable column, activate to sort ascending	Description Sortable column, activate to sort ascending	Uploaded By Sortable column, activate to sort ascending	Date Sortable column, sorted descending, activate to sort ascending
<u>Annual Certifications and Assurances with the FTA 2020</u>	JTA 2020 Certifications and Assurances	Nathaniel Ford	03/28/2020

#### Affirmation of Applicant

BY SIGNING BELOW, on behalf of the Applicant, I declare that it has duly authorized me to make these Certifications and Assurances and bind its compliance. Thus, it agrees to comply with all federal laws, regulations, and requirements, follow applicable federal guidance, and comply with the Certifications and Assurances as indicated on the foregoing page applicable to each application its Authorized Representative makes to the Federal Transit Administration (FTA) in federal fiscal year 2020, irrespective of whether the individual that acted on his or her Applicant's behalf continues to represent it. FTA intends that the Certifications and Assurances the Applicant selects on the other side of this document should apply to each Award for which it now seeks, or may later seek federal assistance to be awarded during federal fiscal year 2020. The Applicant affirms the truthfulness and accuracy of the Certifications and

Assurances it has selected in the statements submitted with this document and any other submission made to FTA, and acknowledges that the Program Fraud Civil Remedies Act of 1986, 31 U.S.C. § 3801 et seq., and implementing U.S. DOT regulations, "Program Fraud Civil Remedies," 49 CFR part 31, apply to any certification, assurance or submission made to FTA. The criminal provisions of 18 U.S.C. § 1001 apply to any certification, assurance, or submission made in connection with a federal public transportation program authorized by 49 U.S.C. chapter 53 or any other statute. In signing this document, I declare under penalties of perjury that the foregoing Certifications and Assurances, and any other statements made by me on behalf of the Applicant are true and accurate.

Official's Name

Nathaniel Ford

I accept  
the above  
Certification  
Date

Mar 28, 2020

Affirmation of Attorney

Affirmation of Applicant's Attorney

As the undersigned Attorney for the above-named Applicant, I hereby affirm to the Applicant that it has authority under state, local, or tribal government law, as applicable, to make and comply with the Certifications and Assurances as indicated on the foregoing pages. I further affirm that, in my opinion, the Certifications and Assurances have been legally made and constitute legal and binding obligations on it. I further affirm that, to the best of my knowledge, there is no legislation or litigation pending or imminent that might adversely affect the validity of these Certifications and Assurances, or of the performance of its FTA assisted Award.

Attorney's Name

Richard Milian

I accept the above  
Certification Date

March 30, 2020

Attachment 2

Notice to the Public



JACKSONVILLE  
TRANSPORTATION  
AUTHORITY

JACKSONVILLE TRANSPORTATION AUTHORITY  
OBJECTIVES/POLICY STATEMENT (42 U.S.C. 2000d)

TITLE VI OF THE CIVIL RIGHTS ACT TO ALL JTA EMPLOYEES AND THE SERVICE  
COMMUNITY

As a major provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority (JTA) recognizes its responsibility to the community which it serves and is committed to a policy of nondiscrimination. JTA works to ensure nondiscriminatory transportation in support of our mission to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions to enhance the social and economic quality of life for all Jacksonville citizens.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000 d).

The Environmental Justice component of Title VI guarantees fair treatment for all people and provides for JTA, to identify and address, as appropriate, disproportionately high and adverse effects of its programs, policies, and activities on minority and low-income populations, such as undertaking reasonable steps to ensure that Limited English Proficiency (LEP) persons have meaningful access to the programs, services, and information the JTA provides.

Environmental Justice Regulations are:

- (a) To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects including social and economic effects, on minority populations and low-income populations;
- (b) To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process;
- (c) To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

Ken Middleton, Senior Manager, JTA Diversity and Equity Program, has been designated as JTA's Civil Rights Officer responsible for civil rights compliance and monitoring to ensure non-discriminatory provision of transit services and programs. In that capacity, Mr. Middleton is responsible for implementing all aspects of the Title VI program. However, along with the Chief Executive Officer, Vice Presidents, Managers, and their staff share in the responsibility for making JTA's Title VI Program a success. Implementation of the Title VI 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 policy statement to all internal and external stakeholders 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



Attachment 3

Title VI Complaint Procedures

## JTA TITLE VI POLICY STATEMENT

As a major provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority (JTA) recognizes its responsibility to the community, which it serves and is committed to a policy of nondiscrimination. JTA works to ensure nondiscriminatory transportation in support of our mission to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions to enhance the social and economic quality of life for all Jacksonville citizens. Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000d). The Environmental Justice component of Title VI guarantees fair treatment for all people and provides for the JTA, to identify and address, as appropriate, disproportionately high and adverse effects of its programs, policies and activities on minority and low-income populations, such as undertaking reasonable steps to ensure that Limited English Proficiency (LEP) persons have meaningful access to the programs, services and information the JTA provides.

Environmental Justice Regulations are:

- (a) To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations;
- (b) To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process;
- (c) To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

The responsibility for carrying out JTA's commitment to this program has been delegated to the JTA's Chief Executive Officer by the Board of Directors. The Director of Diversity, Equity & Customer Advocacy Program is responsible for the day-to-day operations of this program and will receive and investigate Title VI complaints, which come through the complaint procedure. However, all managers, supervisors and employees share in the responsibility for making JTA's Title VI Program a success. Implementation of the Title VI Program is accorded the same priority as compliance with all other legal obligations incurred by the JTA in its financial assistance agreements with DOT.

## TITLE VI COMPLAINT PROCEDURES

If you believe that you have been excluded from participation in, denied the benefits of, or subjected to discrimination based on race, color or national origin under the Jacksonville Transportation Authority (JTA) program of transit service delivery or related services or programs, you may file an official Title IV complaint with the Director - Diversity, Equity & Customer Advocacy Program, Ken Middleton, 100 North Myrtle Avenue, Jacksonville, FL 32204 or by calling (904) 598-8728. We encourage you to make your complaint in writing (see attached Title VI Compliant Form), including the following:

- Your name, address and how to contact you (phone number, email address, etc.)
  - How, why, when and where you believe you were discriminated against. Include the location, names and contact information of any witnesses. If the alleged incident occurred on the bus, give date, time of day, and bus number if available.
  - You must sign your letter of complaint
- All complaints will be investigated promptly. Reasonable measures will be undertaken to preserve any information that is confidential. The Director of Diversity, Equity & Customer Advocacy Program will review every complaint, and when necessary, begin the investigation process. At a minimum, the investigation will:
- Identify and review all relevant documents, practices and procedures;
  - Identify and interview persons with knowledge of the Title VI violation, i.e., the person making the complaint; witnesses or anyone identified by the Complainant; anyone who may have been subject to similar activity, or anyone with relevant information.

Upon completion of the investigation, the Director - Diversity, Equity & Customer Advocacy Program will complete a final report for the Chief Executive Officer. If a Title VI violation is found to exist, remedial steps as appropriate and necessary will be taken immediately. The Complainant will also receive a final report together with any remedial steps. The investigation process and final report should take no longer than 25 business days.

If no violation is found and the complainant wishes to appeal the decision, he or she may contact the Federal Transit Administration, 230 Peachtree St., N.W., Suite 800, Atlanta, GA 30303 Attn: Region IV Civil Rights Officer or by calling (404) 865-5620, website [http://www.fta.dot.gov/civilrights/title6/civil\\_rights\\_5104.html](http://www.fta.dot.gov/civilrights/title6/civil_rights_5104.html).

Complainants may also file their initial Title VI complaint directly, no later than 180 days after the date of the alleged discrimination, and he or she may contact the Federal Transit Administration, 230 Peachtree St., N.W., Suite 800, Atlanta, GA 30303 Attn: Dee Foster, Region IV Civil Rights Officer or by calling (404) 865-5620, web site [http://www.fta.dot.gov/civilrights/title6/civil\\_rights\\_5104.html](http://www.fta.dot.gov/civilrights/title6/civil_rights_5104.html).

### FOR MORE INFORMATION THROUGH JTA'S CONTACT

Ken Middleton, Director - Diversity, Equity & Customer Advocacy Program

by phone: 904-598-8728

or mail: JTA, 100 North Myrtle Avenue, Jacksonville, FL 32204

or fax: 904-632-5217

or Florida Relay (800) 955-8771 TDD Access.

## TÍTULO VI PROCEDIMIENTOS DE QUEJAS

Si cree que ha sido excluido de la participación, se le han denegado los beneficios o ha sido objeto de discriminación por motivos de raza, color u origen nacional según el programa de prestación de servicios de tránsito de la Autoridad de Transporte de Jacksonville (JTA) o servicios o programas relacionados, puede presentar una queja oficial del Título IV ante el Director del Programa de Diversidad, Equidad y Defensa del Cliente, Ken Middleton, 100 North Myrtle Avenue, Jacksonville, FL 32204 o llamando al (904) 598-8728. Lo alentamos a que presente su queja por escrito (consulte el formulario adjunto que cumple con el Título VI), que incluye lo siguiente:

S. Su nombre, dirección y cómo contactarlo (número de teléfono, dirección de correo electrónico, etc.)

- Cómo, por qué, cuándo y dónde cree que fue discriminado. Incluya la ubicación, los nombres y la información de contacto de cualquier testigo. Si el supuesto incidente ocurrió en el autobús, indique la fecha, la hora del día y el número del autobús si está disponible.

- Debe firmar su carta de queja

Todas las quejas serán investigadas con prontitud. Se tomarán medidas razonables para preservar cualquier información que sea confidencial. El Director del Programa de defensa de la diversidad, la equidad y el cliente revisará cada queja y, cuando sea necesario, comenzará el proceso de investigación. Como mínimo, la investigación:

- Identificar y revisar todos los documentos, prácticas y procedimientos relevantes;

- Identificar y entrevistar a personas con conocimiento de la violación del Título VI, es decir, la persona que presenta la queja; testigos o cualquier persona identificada por el demandante; cualquier persona que pueda haber estado sujeta a actividades similares, o cualquier persona con información relevante.

Una vez completada la investigación, el Director del Programa de Diversidad, Equidad y Defensa del Cliente completará un informe final para el Director Ejecutivo. Si se determina que existe una violación del Título VI, se tomarán medidas correctivas según sea apropiado y necesario de inmediato. El demandante también recibirá un informe final junto con los pasos correctivos. El proceso de investigación y el informe final no deben demorar más de 25 días hábiles.

Si no se encuentra una violación y el demandante desea apelar la decisión, puede comunicarse con la Administración Federal de Tránsito, 230 Peachtree St., NW, Suite 800, Atlanta, GA 30303 Atención: Oficial de Derechos Civiles de la Región IV o llamando al (404) 865-5620, sitio web [http://www.fta.dot.gov/civilrights/title6/civil\\_rights\\_5104.html](http://www.fta.dot.gov/civilrights/title6/civil_rights_5104.html).

Los reclamantes también pueden presentar su cumplimiento inicial del Título VI directamente, a más tardar 180 días después de la fecha de la supuesta discriminación, y él o ella pueden comunicarse con la Administración Federal de Tránsito, 230 Peachtree St., NW, Suite 800, Atlanta, GA 30303 Attn: Dee Foster, Oficial de Derechos Civiles de la Región IV o llamando al (404) 865-5620, sitio web [http://www.fta.dot.gov/civilrights/title6/civil\\_rights\\_5104.html](http://www.fta.dot.gov/civilrights/title6/civil_rights_5104.html).

Attachment 4

JTA Title VI Complaint Forms



JACKSONVILLE  
TRANSPORTATION  
AUTHORITY

## JACKSONVILLE TRANSPORTATION AUTHORITY Title VI Complaint Form

---

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of **race, color** or **national origin**, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000d).

The Environmental Justice component of Title VI guarantees fair treatment for all people and provides for JTA, to identify and address, as appropriate, disproportionately high and adverse effects of its programs, policies, and activities on minority and low-income populations, such as undertaking reasonable steps to ensure that Limited English Proficiency (LEP) persons have meaningful access to the programs, services and information the JTA provides.

JTA works to ensure nondiscriminatory transportation in support of our mission to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions to enhance the social and economic quality of life for the Jacksonville citizens. JTA's Diversity and Equity Program Office is responsible for Civil Rights compliance and monitoring to ensure non-discriminatory provision of transit services and programs.

---

Complaint No. \_\_\_\_\_

Name \_\_\_\_\_

Home Number \_\_\_\_\_ Email Address \_\_\_\_\_

Work Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

List type of discrimination (please check all that apply):

Color \_\_\_\_\_ Race \_\_\_\_\_ National Origin \_\_\_\_\_

Other: \_\_\_\_\_

Please indicate your race/color, if it is the basis of your complaint

\_\_\_\_\_

Please describe your national origin, if it is the basis of your complaint

\_\_\_\_\_

Location where incident occurred:

\_\_\_\_\_

Time and date of incident:

\_\_\_\_\_

Name/position/title of the person who allegedly subjected you to

Title VI discrimination:

\_\_\_\_\_

Briefly describe the incident (use a separate sheet, if necessary):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Did anyone else witness the incident? Yes ( ) No ( )

List witnesses. (Use a separate sheet, if necessary.)

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone No. \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone No. \_\_\_\_\_

Have you filed a complaint about this incident with the Federal Transit Administration? Yes ( ) No ( )

If yes, when?

\_\_\_\_\_

AFFIRMATION

I hereby swear/affirm that the information that I have provided in this Title VI Complaint Form is true and correct to the best of my knowledge, information and belief.

Your Signature	Today's Date
Action Taken (To be completed by Title VI Investigator)- <input type="radio"/> Accepted for formal investigation on <input type="radio"/> Referred to another department on <input type="radio"/> Rejected because	

\_\_\_\_\_  
Title VI Investigator  
Today's Date

Mailing Address:  
Jacksonville Transportation Authority  
ATTN: Director - Diversity, Equity & Customer Advocacy Program  
100 North Myrtle Avenue  
Jacksonville, Florida 32204





JACKSONVILLE  
TRANSPORTATION  
AUTHORITY

JACKSONVILLE TRANSPORTATION AUTHORITY  
Formulario de Queja del Título VI

El Título VI de la Ley de Derechos Civiles de 1964 prohíbe la discriminación por motivos de raza, color u origen nacional en programas y actividades que reciben asistencia financiera federal. Específicamente, el Título VI dispone que "ninguna persona en los Estados Unidos, por motivos de raza, color u origen nacional, será excluida de la participación en, será negada los beneficios o será objeto de discriminación bajo cualquier programa o actividad que reciba Asistencia financiera. federal". (42 U.S.C. Sección 2000d).

El componente de Justicia Ambiental del Título VI garantiza un trato justo para todas las personas y establece que la JTA identificará y abordará, según proceda, los efectos desproporcionadamente altos y adversos de sus programas, políticas y actividades sobre las poblaciones minoritarias y de bajos ingresos, Pasos razonables para asegurar que las personas con Competencia Limitada en Inglés (LEP) tengan un acceso significativo a los programas, servicios e información que la JTA proporciona.

JTA trabaja para asegurar el transporte no discriminatorio en apoyo de nuestra misión de ser el líder del noreste de la Florida en la prestación efectiva. Soluciones de transporte multimodal coordinadas e integradas para mejorar la calidad de vida social y económica de los ciudadanos de Jacksonville. La Oficina del Programa de Cumplimiento de Contratos de JTA es responsable de Cumplimiento y Monitoreo de los Derechos Civiles para asegurar la provisión no discriminatoria de servicios y programa.

Queja No. \_\_\_\_\_

Nombre \_\_\_\_\_

Número de casa \_\_\_\_\_ Dirección de correo electrónico \_\_\_\_\_

Número de trabajo \_\_\_\_\_

Dirección \_\_\_\_\_

Ciudad \_\_\_\_\_ Código postal \_\_\_\_\_

Listar tipo de discriminación (por favor marque todos los que apliquen):

Color                      Race                      Origen nacional

Otro \_\_\_\_\_

Por favor, indique su raza / color, si es la base de su queja

\_\_\_\_\_  
Describa su origen nacional, si es la base de su queja

\_\_\_\_\_  
Lugar donde ocurrió el incidente:

\_\_\_\_\_  
Hora y fecha del incidente:

\_\_\_\_\_  
Hora y fecha del incidente Nombre / cargo Título de la persona que supuestamente le

Discriminación del Título VI:  
\_\_\_\_\_

\_\_\_\_\_  
Describa brevemente el incidente (Use una hoja separada, si es necesario):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

¿Alguien más presencié el incidente? Yes ( ) No ( )

Listar testigos. (Use una hoja separada, si es necesario.)

Nombre \_\_\_\_\_

Dirección \_\_\_\_\_

Teléfono No. \_\_\_\_\_

Nombre \_\_\_\_\_

Dirección \_\_\_\_\_

Telephone No. \_\_\_\_\_

¿Ha presentado una queja sobre este incidente ante la Administración Federal de Tránsito

? Yes ( ) No ( )

If yes, when?  
\_\_\_\_\_

## AFIRMACIÓN

Por la presente juro / afirmo que la información que he proporcionado en este Formulario de Queja de Título VI es verdadera y correcta a lo mejor de mi conocimiento, información y creencia.

Su firma	El día de hoy
Acción tomada (Para ser completado por el Investigador Título VI)- <input type="radio"/> Aceptado para la investigación formal sobre <input type="radio"/> Remitido a otro departamento sobre - <input type="radio"/> Rechazado porque -	

\_\_\_\_\_  
Investigador Título VI

\_\_\_\_\_  
El día de hoy

Mailing Address:

Jacksonville Transportation Authority  
ATTN: Director - Diversity, Equity & Customer Advocacy Program  
100 North Myrtle Avenue  
Jacksonville, Florida 32204

Attachment 5

List of Transit-Related Investigations, Complaints and  
Lawsuits

Listing of Title VI Complaints FY 2017-2020

**LIST OF TRANSIT-RELATED TITLE VI INVESTIGATIONS, COMPLAINTS AND LAWSUITS (GENERAL REQUIREMENT)**

**Background**

All recipients shall prepare and maintain a list of any of the following that allege discrimination on the basis of race, color or national origin:

- Active investigations conducted by FTA and entities other than FTA;
- Lawsuits; and
- Complaints naming the recipient

This list shall include the date that the transit-related Title VI investigation, lawsuit or complaint was filed; summary of the allegation(s); the status of the investigation, lawsuit or complaint; and actions taken by the recipient in response, or final findings related to the investigation, lawsuit or complaint. This list shall be included in the Title VI program submitted to FTA every three years.

INTAKE	CLAIM	CHARGE	VALIDATION	DISPOSITION	DATE OF CLOSURE
8/24/2017	March 2017 (denied travel)	Race	Yes	Investigation was inconclusive	10/6/2017
10/24/2017	3 separate occasions (July 15, 2017). Black bus operator made all white passenger. Exit the bus by rear door.	Race	Yes	Video showed all passengers were asked to exit the rear door due to large crowd waiting to board in front	11/9/2017
9/21/2018	9/19/2018 Some workers were allowed to change work hours to 10-hour days. Others were not.	Discrimination	Yes	Investigation revealed that there is a union management. Agreement in place that allows one shop to work 10 hours days.	1/14/2019
10/15/2018	10/10/2018 - treated unfairly by supervisor.	Race/Color/Retaliation	Yes	Partially Substantiated - Supervisor take Education/Training of Personnel Training.	12/18/2018
1/14/2019	Unfair treatment of co-worker in Finance Dept. African-American Female is treated differently than her Caucasian Female co-worker	Race/Color	No	Case Unsubstantiated	1/14/2019

2/7/2019	Trespassed off system for panhandling and brushing teeth at Kings Ave. Filed a T6 compliant for race discrimination.	Race	No	Trespass decision was upheld. Individual appealed that decision at Trespass Hearing and was allowed back onto the system.	3/22/2019
3/6/2019	Trespassed from Rosa Parks restroom	Race/Color	No	Case Unsubstantiated	3/7/2019
9/25/2019	Bus Operator made all white folk get off bus.	Discrimination	Yes	Video shows that all passengers were removed from the bus and asked to repay. Complainant and her boyfriend requested that a supervisor be called. Supervisor was able to quell the disturbance. Passengers were diverse in ethnicity and race.	9/25/2019
10/1/2019	Passenger refused to take seat but wanted to stand. Said bus operator was rude and if he were white he would have been allowed to stand	Race/Color	No	Case Unsubstantiated - video didn't validate complaint	10/4/2019
10/14/2019	Passenger claims that bus operator ignored him and refused to answer is question, and when she did respond she was very rude. He says it is racially motivated.	Race/Color	Yes	Internal investigation confirmed patron's concerns with Bus Operator #2648. Results of investigation were forwarded to the Service Delivery Manager over route for review and appropriate actions.	10/16/2019
11/12/2019	Called said he was discriminated against because operator asked him to get off the bus. Said this has happened twice and operator came by the stop and kept going. Called threatened to sue and has a lawyer.	Discrimination	Yes	Case Invalid - based on video review and listening to conversation between operator and passenger - the incident didn't occur as described by called	11/12/2019
11/7/2019	Operator refused to let down ramp for him to enter	Race/Color	Yes	Video footage confirms the complainant	11/13/2019

	bus with his walker. Next stop, Operator lets ramp down for black man with walker.			statements against the operator. When exiting the bus - both began to have words with each other. Referred to Transit Ops for resolution.	
11/12/2019	Called said he was discriminated against because operator asked him to get off the bus. Said this has happened twice and operator came by the stop and kept going. Called threatening to sue and has a lawyer.	Discrimination	Yes	Case Invalid - based on video review and listening to conversation caller boarded bus and began talking loudly and disturbing other passengers causing several to move their seats. Operator asked caller to lower his voice. He became angry and began recording every thing via his phone. He exited at next stop.	11/12/2019

Attachment 6

Public Participation Plan



JACKSONVILLE TRANSPORTATION AUTHORITY  
2021-2023 COMMUNITY OUTREACH PLAN

OVERVIEW

The Jacksonville Transportation Authority (JTA) is becoming a regional transportation authority that meets the demands of commuters and choice riders, and creates a sustainable transportation network.

JTA's community outreach plan mirrors and supports the vision to position JTA as the transit and mobility experts for the region, including roads, bridges, the Ferry, Skyway and U2C, and improvements in pedestrian and bicycle networks.

Understanding the extensive history of the Jacksonville Transportation Authority in our community, our transportation public outreach campaign involves communicating with the general public, communities, businesses, appropriate public entities and other identified stakeholders. Our messaging will speak to JTA's commitment to the public it serves and to the future of Jacksonville. It is designed to be effective and efficient as well as integrate seamlessly into the overall strategic communications plan.

GOALS

- Raise awareness of JTA's value in the community
- Engage citizens and influential community members to LISTEN - INFORM - SUPPORT the Jacksonville Transportation Authority
- Acknowledge the cooperation and
- Enhance brand/reputation
- Set the groundwork for developing partnerships with like-minded organizations
- Engage new audiences, thus attracting new riders
- Educate the region on the topic of transportation
- Develop champions for JTA

Empower employees with messaging and tools, allowing them to serve as brand ambassadors

JACKSONVILLE TRANSPORTATION AUTHORITY  
2021-2023 COMMUNITY OUTREACH PLAN

TARGET AUDIENCES

- JTA Employees
  - Frontline/Maintenance
  - Senior Leadership/Management
  - Administrative Staff
  
- Current JTA Riders - including those who are public transportation dependent and those who ride by choice
  
- Prospective/Choice Riders
  
- Partners/Transit Supporters
  
- Business Community
  - Major employers/companies
  - Business and economic development groups
    - JAXChamber
    - Downtown Vision
    - Downtown Investment Authority
    - COJ Citizen Planning Advisory Committees (CPAC)
    - Hospitality groups: Hotel/motel, restaurant, concierge associations
    - Business associations
    - Real estate developers
  
- Government/Political Leadership
  
- Community Leadership
  
- Media

### SCOPE OF WORK

JTA Public Affairs will develop and implement an overarching, measurable, community outreach plan that mirrors the goals and objectives outlined in the master JTA Strategic Communications Plan. In addition, JTA Public Affairs will support community outreach efforts with the provision of marketing and communications collateral. Our specific tactics are outlined below:

1. Evaluate and recommend outreach opportunities that will educate and gain support from target audiences

- Complete an assessment of existing outreach efforts to determine their alignment with target audiences.
- Recommend a list of relevant outreach events. Each event will be evaluated for its ability to reach the target audiences as outlined in the strategic plan.
- JTA will assign event staff/representatives.
- Coordinate event evaluation.

2. Participation in City of Jacksonville Citizen Planning Advisory Groups (CPAC)

In order to continuously update and engage people in the community, a JTA representative (Director of Customer Engagement) will participate as a member of each CPAC Staff. Each of six district CPACs meet once a month. JTA's representative will attend each monthly meeting to provide a staff update and collateral for new and ongoing JTA services, projects and programs.

CPACs are comprised of the following community representation:

- Civic and Business Leaders
- Homeowner Associations
- Non-profit, Faith-based and Educational Organizations
- Government Officials/Staff and Military Representatives
- JTA Riders and Non-riders

Those participating in the CPACs will help shape JTA improvements, learn more about transportation issues, get up-to-date information, ask questions, and discuss community concerns with representation from JTA.

JACKSONVILLE TRANSPORTATION AUTHORITY  
2021-2023 COMMUNITY OUTREACH PLAN

3. Provide counsel to ensure coordinated outreach efforts

- Meet with JTA internal departments to ensure proposed outreach efforts are in alignment with goals and objectives
- Participate in pertinent internal meetings to facilitate input and communication

4. Stakeholder Outreach

- Initiate and/or respond to regular stakeholder forums to discuss transportation issues, new initiatives, milestones and initiative-specific success. These will be very high-level meetings with area business and civic leaders.
- Ensure that JTA management remains involved in key speaking opportunities throughout the community as well as on a regional level.
- Facilitate One-on-One meetings for JTA among key stakeholders surrounding key initiatives.
- Through Public Affairs, develop fact sheets that appeal to stakeholders in specific industries. These fact sheets will reflect key industry and JTA information that is relevant to stakeholders. These can be used in face-to-face meetings or sent via e-mail and will serve to increase informed participation among stakeholders.
- Whenever JTA has any external stakeholder meetings, we will report on the status of relevant initiatives and the progress made.
- Relevant PowerPoint presentations will be developed for use at more formal speaking engagements and presentations.

Development of Stakeholders Database

Through Public Affairs, the JTA maintains a stakeholder database consisting of: Officiating Bodies / Elected Officials

- Congressional Representatives
- Florida Senate
- Florida House of Representatives
- Office of the Mayor
- City Council
- Government Agencies

JACKSONVILLE TRANSPORTATION AUTHORITY  
2021-2023 COMMUNITY OUTREACH PLAN

- Businesses
- School Board/DCPS
- Community Organizations
- Faith-based Organizations and Community
- Community and Senior Centers

JTA will develop on-going communications with these groups to inform them of key projects and initiatives and when appropriate gather feedback via group and one-on-one meetings.

#### 5. Broad-Based Community Outreach

Our educational outreach efforts will consist of the development of various public activities/meetings and informational materials regarding the JTA's projects and initiatives to enhance public awareness and communicate JTA's overall goals and objectives. Activities include:

##### Public Meetings

- Public hearings and informational meetings will be scheduled at key points throughout the year to provide an opportunity for the public to comment on proposed JTA projects and initiatives.
- An Open House meeting format maximizes the opportunity for the most productive exchange of information between the public and relevant staff/officials. Public meetings will include greeting/sign-in table/instructions, PowerPoint project video on loop, maps/poster boards with staff hosts to interact on one-to-one basis as needed with attendees. Project information including FAQs, Fact sheets and Comment sheets/cards will also be made available.
- Public information sessions will be conducted in accordance with federal and state requirements including the provision of translated materials and/or interpretation services for members of LEP populations as appropriate.
- JTA will gather information from these community meetings (email addresses) to add to databases as well as capture information for future outreach.
- Partner with community event coordinators such as Downtown Vision.
- Cross-promote events such as Art Walk and Riverside Arts Market, etc. to coordinate booths and transportation-themed events
-

JACKSONVILLE TRANSPORTATION AUTHORITY  
2021-2023 COMMUNITY OUTREACH PLAN

Interagency Partnering and Planning

- JTA will foster and maintain ongoing relationships with its partners to enhance our public outreach efforts and coordinate activities between the agencies involved in joint projects such as Hemming Park events.

Technology-based Outreach

- Understanding that many of our target audiences rely heavily on computers and smart phones, JTA will use technology-based outreach to promote and enhance public participation.

These methods will include:

- Access through the JTA website
- Provision of electronic collateral to community partners including CPAC's and DVI for distribution to their member databases.

Conduct Travel Training with Gatekeepers

Many gatekeepers may not be familiar with the transit system and may have trouble planning trips for their constituents. Transit travel training will include:

- Overview of the transit network and how it works
- Detailed guidance on trip planning
- Opportunity for an interactive discussion and Q&A session

Social Media

Social media is a valuable tool for reaching all JTA audiences and can be used for the following:

- Timely Updates-Social media enables JTA to share real-time service information and advisories with their riders
- Public Information -Provide the public with information about services, fares, and long-range planning projects
- Citizen Engagement-Take advantage of the interactive aspects of social media to connect with their customers in an informal way
- Employee Recognition-Social networking is an effective tool for recognizing current workers and recruiting new employees

JACKSONVILLE TRANSPORTATION AUTHORITY  
2021-2023 COMMUNITY OUTREACH PLAN

- Regular communication regarding JTA community meetings updates and progress reports, route changes, rider concerns, contest results, community partnerships, survey results, employee recognition, etc.

MEASUREMENT FOR BROAD-BASED COMMUNITY OUTREACH

- Ridership numbers
- Calls to customer service center - decrease in complaints, increase in service inquiries and compliments
- Feedback from target audiences, especially from partners/stakeholders, influencers, riders/potential riders and employees (including frontline staff) via electronic, phone and in-person surveys and interviews, as well as feedback sessions
- Hits and click-through on the JTA website and employee Intranet, Twitter followers, Facebook fans/likes/comments, video and photo views
- Attendance at events, including public meetings, as well as the level of participation
- Increase in the number of influencers who step forward and speak out for JTA - those who will write letters to the editor, op-ed pieces, defend JTA in the press, wear JTA lapel pins, etc.
- Progress toward goals

Attachment 7

Language Assistance Plan



Jacksonville Transportation Authority (JTA)  
TITLE VI PROGRAM  
2021 to 2023

---

In November and December 2019, JTA conducted a customer contact survey. Nine centers where JTA staff have direct first contact with customers were involved in this survey: Connexion Receptionist; Connexion Eligibility Center Office; Rosa Parks Transit Station Customer Service Center, Community Outreach Team, JTA Planning, Fixed Route Supervisors, the JTA Administration Offices Front Desk, and Skyway Administration.

For each department, each representative who came in regular contact with a customer was given a weekly Tally Sheet. A notation (Tally) was made each time a non-English speaking person contacted the JTA representative. The notation also indicated the language spoken or preferred. If a customer was seen by more than one staff person, only one staff member was to record this contact. Tally Sheets were submitted weekly.

**RESULTS BY CUSTOMER**

During the period, 48,360 customer contacts were recorded. Of those, 422 (or 0.87 percent) were with customers of Limited English Proficiency. Three hundred thirty-two (322) of those customers spoke Spanish, representing 76.3 percent of LEP customers, and only 0.67 percent of all customer contacts.

**ORIGIN-DESTINATION SURVEY**

In November 2016, JTA conducted a survey of its customers to determine their satisfaction with JTA public transportation services. As part of this survey, respondents were asked three questions related to Limited English Proficiency. The questions and responses to each were:

1. Do you speak a language other than English at home?
  - 6 percent (332 out of 5,444 surveys)
2. Which language?
  - 68 percent of those (225 out of 332) speak Spanish.
3. How well do you speak English?
  - 17 percent (56 out of 332) said they speak English, “Less Than Well” or “Cannot Speak English.”

It was concluded that 1 percent of respondents would have Limited English Proficiency (17 percent of the 6 percent who spoke another language at home).

Attachment 8

Tables Depicting Memberships of Non-Elected Committees  
and Councils

JACKSONVILLE TRANSPORTATION AUTHORITY BOARD MEMBER APPOINTMENTS	
GOVERNOR'S APPOINTMENTS	
MEMBER	APPOINTMENT DATE
Caucasian Male	August 2019
Caucasian Female	August 2015/2019
Caucasian Female	August 2015/2019
MAYORAL APPOINTMENTS	
African American Male	July 2012/2016
African American Male	August 2013
Caucasian Female	December 2019
FDOT BOARD MEMBER - DISTRICT II	
Caucasian Male	February 2012

Updated: April 20, 2020

2021 - 2023 JTAC Board Members	
Title	Ethnicity/ Gender
Chairman	White/ Female
Vice Chairman	White/ Male
Corresponding Secretary	White / Female
Recording Secretary	White/ Female

Updated: April 20, 2020

Attachment 9

JTA Title VI Program Approval by Board of Directors

AGENDA  
REGULAR BOARD MEETING JACKSONVILLE TRANSPORTATION AUTHORITY  
THURSDAY, APRIL 30, 2020 – 2:00 P.M. ELECTRONIC  
MEETING THIS  
MEETING IS OPEN TO THE PUBLIC – VIA CONFERENCE LINE

- A. CALL TO ORDER/ROLL CALL
  
- B. APPROVAL OF MINUTES FROM MARCH 31, 2020 BOARD MEETING AND APRIL 15, 2020 BOARD WORK SESSION Attachments
  
- C. COMMENTS FROM COUNCIL LIAISON
  
- D. COMMENTS FROM THE PUBLIC
  
- E. CHIEF EXECUTIVE OFFICER'S UPDATE (Nathaniel Ford)
  
- F. MONTHLY DIVISION REPORTS Attachments
  - 1. Transit Operations Monthly Report (Bonnie Todd)
  - 2. Automation Monthly Report (Bernard Schmidt)
  - 3. System Development (Greer Gillis)
  - 4. Financial Reports (Greg Hayes)
    - a. Financial Performance
    - b. Processed Invoices
    - c. Grant Status Update
    - d. Agency Sponsorship and Membership
    - e. Quarterly Investment Report
  
  - 5. Administration Report (Cleveland Ferguson)
    - a. Real Estate and Economic Development
    - b. Procurement Expenditures
  
  - 6. Engagement Report (Kelli O'Leary)
    - a. Quarterly Fixed Route and Connexion Customer Experience
  
- G. CONSENT AGENDA  
(Holzendorf, Chairman)  
No items

H. FINANCE AND ADMINISTRATION  
(Buckland, Committee Chair)

ACTION ITEMS

1. Approval to Submit Title VI Program Plan Attachment (Kelli O'Leary)

I. SAFETY, AUDIT AND COMPLIANCE  
(Rumlin, Committee Chair)

No Items

J. SERVICE DELIVERY  
(Driver, Committee Chair)

ACTION ITEMS

1. Approval of Contract Award for Tire Lease Services (P-20-019) Attachment (Bonnie Todd)

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

ACTION ITEMS

1. Approval of Kings Avenue Proposal Attachment (Cleveland Ferguson)

OLD BUSINESS

NEW BUSINESS

**MINUTES  
REGULAR BOARD MEETING  
JACKSONVILLE TRANSPORTATION AUTHORITY  
THURSDAY, FEBRUARY 25, 2021 – 2:00 P.M.**

The regular Board meeting of the Jacksonville Transportation Authority (JTA) was held on Thursday, February 25, 2021.

**BOARD MEMBERS**

Arezou Jolly, Chair  
Debroah Buckland, Vice Chair  
G. Ray Driver, Secretary  
Kevin J. Holzendorf, Past Chairman  
Isaiah Rumlin

**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  
Greer Gillis, VP System Development  
Bernard Schmidt, VP Automation

**BOARD MEMBERS NOT PRESENT**

Greg Evans, FDOT  
Nicole Padgett, Treasurer

**OTHERS PRESENT**

Richard Milian, General Counsel  
Katie Smith, Board Liaison  
Larry Parks, FDOT  
Chris Geraci, AVP Safety & Security  
Ken Middleton, Director Diversity & Equity  
Ivan Rodriguez, Director Government Affairs

A. **CALL TO ORDER** – Chairwoman Jolly called the meeting to order at 2:03 p.m. She stated the Governor’s order allowing virtual voting expired at the end of November. Therefore, we required to have an in person quorum for any action to be taken. The Board will continue to hold its meetings with a hybrid approach, meaning that the Board quorum and the Jacksonville Transportation Authority (JTA) Staff that are presenting to the board will be in person. All others are asked to attend, virtually via Webex or by phone. This is to ensure that we continue to follow the social distancing guidelines that are in place and we keep everyone safe.

Director Buckland led the Pledge of Allegiance.

Chairwoman Jolly provided the safety message for the month of February, “Safety rules are your best tools.”

B. **APPROVAL OF MINUTES FROM JANUARY 14, 2021 WORK SESSION AND BOARD MEETING**

MOTION (Driver/Buckland) Motion Approved (4-0).

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

D. **COMMENTS FROM THE PUBLIC** – None

E. **CHIEF EXECUTIVE OFFICER’S REPORT** – Mr. Ford stated in lieu of his regular Chief Executive Officer (CEO) report he wanted to give the Board some exciting news in the form

of an introduction of an item on the agenda under item K.4. He will ask Vice President Greer Gillis to present the item out of order with the approval from Chair Jolly.

Mr. Ford stated in 1971 the City of Jacksonville (City) announced its decision to pursue downtown people mover. And in 1987, after environmental work and a grant from the predecessor of the Federal Transportation Administration (FTA), construction began on the automated Skyway Express. The starter line was completed in 1989, and in 1998 we completed the river crossing via the Acosta. In the intervening years, \$182 million, \$2.5 mile system with its 10 two-car climate control trains, they carried millions of passengers in its Americans Disabilities Act (ADA) compliant, a one of a kind vehicle system. The last station located at Kings Avenue opened up in 2000. Mr. Ford stated that when he arrived at the JTA in 2012 he received a lot of questions about the Skyway related to its condition, age and lack of destination. He stated staff took its time and actually brought the facts and figures and the future of the Skyway forward in 2015. The Board at the time established the Skyway Advisory Committee, which was chaired by Director Rumlin and joined by Director Holzendorf and current Chair Jolly. The Committee formed a Skyway Advisory Group comprised of 15 different stakeholders to review the plans, the studies and shepherd community conversations in public meetings. All of this was designed to enhance the stakeholder input and get the facts and figures related to the skyway out into the public. Ultimately, after input from several thousand members of the community, the group formed of consensus and the committee recommended that the Jacksonville Transportation Authority (JTA) Board keep modernize and expand the Skyway. The Board adopted this position in Resolution 2015-30. Mr. Ford stated it is in that spirit that I come to you today as your CEO to announce that the JTA is ready to award a contract to construct the first station in more than 20 years, and it will expand the Skyway with what we are calling the Brooklyn station. He stated the Brooklyn area has experienced exponential growth of the past 20 years. Bringing residential, commercial and retail development into this historic area. We're very excited about connecting to it. Over 700 new apartment units have opened in Brooklyn, including the Lofts at Brooklyn, the Brooklyn Riverside in 220 Riverside. Vista Brooklyn is currently under construction with another 308 units planned. There are many, many more projects planned for that area.

Mr. Ford stated JTA began its efforts to address the transportation access issue to Brooklyn back in 2013. We applied for a \$10 million Tiger Grant, a discretionary grant program from the USDOT to support the Brooklyn Skyway extension, and a Station Development Project. Unfortunately, at that time we didn't receive the grant, but we continued with our efforts to plan around how we would be able to access the Brooklyn area using our Skyway system and to look



at some creative solutions. One such solution was the JTA partnership with Go Tuck'n. Earlier this year we partnered with Go Tuck'n to create that connectivity for the Brooklyn area, particularly with the JRTC at LaVilla.

Mr. Ford stated in February 2020, Staff decided to move forward with the Brooklyn station concept and move it from a concept to actually building that project. He stated with the agreement of the Board to proceed, I ask that Ms. Gillis come up and give us a presentation on this item and our plan for expanding our services on the Skyway to the Brooklyn area.

Ms. Gillis presented item K.4 which is detailed in the appropriate section below.

Director Holzendorf rejoined the Board meeting.

**F. DIVISION REPORTS**

1. **TRANSIT OPERATIONS MONTHLY REPORT** – Ms. Todd provided the Board with the Transit Operations Monthly Report through January 2021.

2. **AUTOMATION MONTHLY REPORT** – Mr. Schmidt provided the Board with the Automation Monthly Report for activities through February 12, 2021.

3. **SYSTEM DEVELOPMENT MONTHLY REPORT** – Ms. Gillis provided the Board with an overview of the System Development Monthly Report for the reporting period of January 1, 2021 through February 15, 2021.

4. **FINANCIAL MONTHLY REPORTS** – Mr. Hayes provided the Board with the Financial Reports for January 2021, as well as the month and year-to-date update, Processed Invoices Report, Grant Status Update, Agency Sponsorship and Membership Report and Quarterly Investment Report.

5. **ADMINISTRATION MONTHLY REPORTS** – Mr. Ferguson provided the Board with the monthly Real Estate and Economic Development Report and Procurement Expenditures for January 2021.

6. **ENGAGEMENT REPORT** – Ms. O'Leary provided the Board with the quarterly Disadvantaged Business Enterprise Report.

**G. CONSENT AGENDA (Jolly, Chairwoman)**

Chair Jolly stated that the Consent Agenda, items G.1 – G.4 were before the Board for approval.

1. **DECLARATION OF SURPLUS PROPERTY**

2. **APPROVAL OF CONTRACT MICROSOFT OFFICE SOFTWARE LICENSING**

**3. APPROVAL OF CONTRACT AWARD FOR FARE SYSTEM PAYMENT SOFTWARE (SS-21-009)**

**4. APPROVAL OF CONTRACT AWARD FOR EXHAUST FANS (P-21-005)**  
**MOTION** (Driver/Holzendorf) to concur with staff's recommendation per the Board Memorandums for item G.1 - G.4. Motion Approved (5-0).

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

**1. APPROVAL OF PROCUREMENT RULE AMENDMENTS – RULE 002** -  
Mr. Ferguson presented staff's recommendations that the Board approve the revisions to Procurement Rule 002. Staff proposed to the Safety, Audit and Compliance Committee to include the following General Provisions in terms of summary nccd and clarify appropriate title changes and reporting relationships due to reorganization. It strengthens the Authority's conflict of interest statement to ensure that real or apparent organizational conflicts of interest are prohibited. It increases transparency to the JTA Board of Directors by lowering threshold to \$25,000, so that all procurements that are 25,000 or more go before the Board in the form of our monthly reports to you, which is consistent with the finance division process invoices policy. It establishes a micro purchase program pursuant to the FTA limits as well as a small business purchase program and to the extent that federal funds are not used. It allows JTA to utilize local small business enterprises as well, which is one of the Board's goals. It aligns with the CEO's approval authority to the Consultants Competitive Negotiations Act for the State of Florida, which is currently \$325,000, which will save hundreds of hours of staff time. Being able now, to look across the portfolio of procurements at the state, federal and local level and understand they are all the same. Finally, provides for internal consistency with these amendments aligning the Vice Presidents spending authority.

Mr. Ferguson stated public hearings were as required and there were no negative comments were received related to these proposals.

**MOTION** (Holzendorf/Buckland) Approval of Procurement Rule Amendments – Rule 002. Motion Approved (5-0).

Director Holzendorf joined the meeting.

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

**ACTION ITEMS**

**1. APPROVAL OF TITLE VI PROGRAM PLAN POLICIES AND SERVICE STANDARDS** – Ms. Todd presented staff's recommendations that the Board approve the JTA

Title VI Policies and Standards for monitoring and evaluating service and fare changes. The FTA now requires the Transit Agency Board of Directors to approve or re-approve the Title IV policies and service standards of their organizations every three years. She stated the applicable JTA standards and policies covered include the JTA Transit Service standards, major service changes policy, disparate impact policy and disproportionate burden policy.

**MOTION** (Buckland/Holzendorf) Approval of Title VI Program Plan Policies and Service Standards. Motion Approved (5-0).

**J. SERVICE DELIVERY** (Padgett, Committee Chair)

**ACTION ITEMS**

**1. RESOLUTION 2021-02: APPROVAL OF CLAY COUNTY VETERANS ADMINISTRATION ROUTE** – Ms. Gillis presented staff's recommendations that the Board adopt Resolution 2021-02 approving the new Clay County route that services the new Veterans Administration (VA) Clinic in Middleburg, Florida. Clay County has requested a route to serve the new VA Clinic. The flex route will begin in Keystone Heights and travel to the new Middleburg VA Clinic on College Drive. It will also serve one of the COVID-19 vaccination sites located at the Clay County Fairgrounds. The program goal is to coordinate transportation services in Clay County and provide safe, reliable and cost-effective transportation services. The project is funded by the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This will allow the route to run for Fiscal Year 2021 and covers 100 percent of the cost. A 5311 grant has been submitted to continue the service for Fiscal Year 2022.

**MOTION** (Buckland/Rumlin) Adoption of Resolution 2021-02: Approval of Clay County Veterans Administration Route. Motion Approved (5-0).

**2. APPROVAL OF CONTRACT AWARD FOR SKYWAY TRAIN MOTOR REPAIR (SS-21-010)** – Mr. Schmidt presented staff's recommendations that the Board authorize the CEO to award a sole source contract to DRS in the approximate amount of \$1,130,000 for the repair of rotors within the Skyway train motors. Traction motors are original to the Skyway vehicles, which requires repair due to the age of the fleet and increased failures of the rotors. The company DRS has been selected and is the original equipment manufacturer of the rotors within the Skyway motors.

Mr. Schmidt stated the acceptance of this recommendation aligns with the JTA's goals of financial stability and organizational efficiency. Repairing the Skyway motors will maintain the fleet availability while reducing costs.

**MOTION** (Buckland/Holzendorf) Approval of Contract Award for Skyway Train Motor

Repair (SS-21-010). Motion Approved (5-0).

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

**ACTION ITEMS**

**1. RESOLUTION 2021-03: ADOPTION OF SUSTAINABILITY ACTION PLAN** – Ms. Gillis presented staff’s recommendations that the Board adopt Resolution 2021-03 approving the Sustainability Action Plan (SAP) in accordance with regulatory requirements. This plan will be the guiding framework for the newly established Sustainability Program Office that will contribute to the Authority’s goals of Financial Sustainability, Organizational Efficiency and Effectiveness, and Sustainability.

Ms. Gillis stated the SAP developed planning level costs for 23 projects and identify’s potential funding sources for each project. As projects from the Planner advance, they will be added to the annual budget to proceed forward. The portfolio of projects is estimated generate a return on investment of nearly \$2.3 million over ten years, and paying for itself in seven years.

**MOTION** (Holzendorf/Buckland) Resolution 2021-03: Adoption of Sustainability Action Plan. Motion Approved (5-0).

**2. APPROVAL OF CONTRACT AWARD FOR ORIGIN AND DESTINATION STUDY (P-21-006)** – Ms. Gillis presented staff’s recommendations that the Board approve the ranked shortlist and authorize the CEO to negotiate and execute a contract with Widener, Burrows & Associates, Inc. (WBA Research) the highest ranked proposer for the Origin and Destination (O&D) Study. The origin and destination study will collect key information about the characteristics and trip behaviors of riders utilizing JTA Services. Surveys will be conducted on the JTA fixed route and express services as well as the Skyway, St. Johns River Ferry, ReadIRide, and the Clay County Transportation flex routes. O&D studies are typically done every five years per FTA guidelines. JTA’s last O&D study was conducted in 2016.

Ms. Gillis stated the project is funded through the Federal 5307 Unified Planning Work Program and a local match of 20 percent. The DBE goal for this project is 25 percent. WBA Research is a DBE firm and will meet the goal.

**MOTION** (Holzendorf/Buckland) Approval of Contract Award for Origin and Destination Study (P-21-006). Motion Approved (5-0).

**3. APPROVAL OF UTILITY AGREEMENT – ALTA DRIVE** – Ms. Gillis presented staff’s recommendation that the Board authorize the CEO to execute a utility agreement with Dames Point Signature Land, LLC for the Alta Drive project. The developer has requested

development of parcels 108675-0000 and 108680-0000 south of the railroad adjacent to Alta Drive which requires public utilities, specifically water and sewer. JTA has agreed, pending payment by the developer, to include the construction of said utilities in the Alta Drive project. The Dames Point Signature Land parcels that require public utilities are located south of the railroad adjacent to Alta Drive.

Ms. Gillis stated the DBE participation goal for the Alta Drive Project is 18 percent and Watson Civil Construction has agreed to meet the goal.

**MOTION** (Rumlin/Driver) Approval of Utility Agreement – Alta Drive. Motion Approved (5-0).

4. **APPROVAL OF CONTRACT AWARD FOR BROOKLYN STATION CONSTRUCTION (B-21-008)** – Ms. Gillis presented staff's recommendations that the Board authorize the CEO to negotiate and execute a contract agreement with Superior Construction Company, Inc. for a not-to-exceed amount of \$1,211,233 for the Brooklyn Station project.

Ms. Gillis stated the proposed station will provide new service connectivity leveraging existing skyway infrastructure to place the station service adjacent to the Skyway Operations and Maintenance Center. Work includes but is not limited to, concrete flat work, loading and unloading platform, ADA accessible ramps, stairs and hand rails. A canopy system, electrical and site amenities will also be added to the project to provide a complete project. Access control will be established to separate the employee parking area from the customer parking area and accessible sidewalk connection to the Brooklyn area.

Ms. Gillis stated the project will connect the urban cores of LaVilla and Riverside, while serving as a pedestrian extender between downtown and Brooklyn. The station will expand transportation options to those living and working in downtown, Brooklyn and San Marco. While providing an immediate service expansion, the project will also assist in developing the market, an expansion for the future, Ultimate Urban Circulator (U<sup>2</sup>C). As you are aware, the U<sup>2</sup>C program was developed to rehabilitate the existing Skyway infrastructure and will ultimately convert it for use with Autonomous Vehicles (AV). Service to the Brooklyn Station will begin in September of 2021 in conjunction with the opening of the First Coast Flyer Southwest, or the Orange Line.

**MOTION** (Driver/Rumlin) Approval of Contract Award for Brooklyn Station Construction (B-21-008). Motion Approved (5-0).

5. **DECLARATION OF SURPLUS REAL PROPERTY – NEW BERLIN COURT**

6. **APPROVAL OF REAL PROPERTY DISPOSITION – NEW BERLIN**

**COURT** – Mr. Ferguson presented to the Board items K.5 and K.6 recommending that the Board officially declare certain real property as surplus and eligible for disposal through public sale or transfer to other governmental agencies. The property to be declared surplus is 0 New Berlin Court real estate number 108897-0010. Mr. Ferguson stated the governmental agency that is interested in this parcel is the Jacksonville Port Authority (JPA). He stated that several years ago the Board set the policy under the disposition rule that governmental agencies get the first right of refusal. When the property became available the Port wanted to purchase it. The property is 9.49 acres. The market value is \$84,000 and the Port has agreed to pay the market value. Mr. Ferguson stated as a result the staff brings both items to the Board for approval.

**MOTION** (Holzendorf/Buckland) to Declare New Berlin Court as Surplus Real Property and authorize the disposition of the property at New Berlin Court. Motion Approved (5-0).

**L. OLD BUSINESS**

1. **RESOLUTION 2021-04: TAKING OF CERTAIN PROPERTY FOR SAN PABLO MOBILITYWORKS PROJECT** - Mr. Milian presented staff recommendations that the Board adopt Resolution 2021-04 approving and authorizing exercise of eminent domain by the JTA roadway and mobility corridor improvements related to the MobilityWorks program and to proposed improvements to San Pablo widening project. The resolution is that the JTA hereby adopts Resolution 2021-04 to authorize staff and Council to initiate an eminent domain action to condemn various property rights necessary to widen San Pablo Road. Mr. Milian stated the legal description of the property rights to be acquired are attached to the resolution as part of the record in this meeting.

**MOTION** (Holzendorf/Buckland) Adoption of Resolution 2021-04: Taking of Certain Property for San Pablo MobilityWorks Project. Motion Approved (5-0).

**M. NEW BUSINESS** –

1. **CONTRACT AGREEMENT FOR BAY STREET INNOVATION CORRIDOR**– Mr. Milian stated the new business is related to the active BSIC procurement that the Authority has out. He stated that after discussion and presentation at the Board Work Session, the motion before the Board is for the Board to approve staff recommendation to proceed with the BSIC procurement with one remaining proposer. The CEO is authorized to proceed to negotiation, subject to advice from procurement Counsel and subject to any negotiated contract being brought back to this Board for approval.

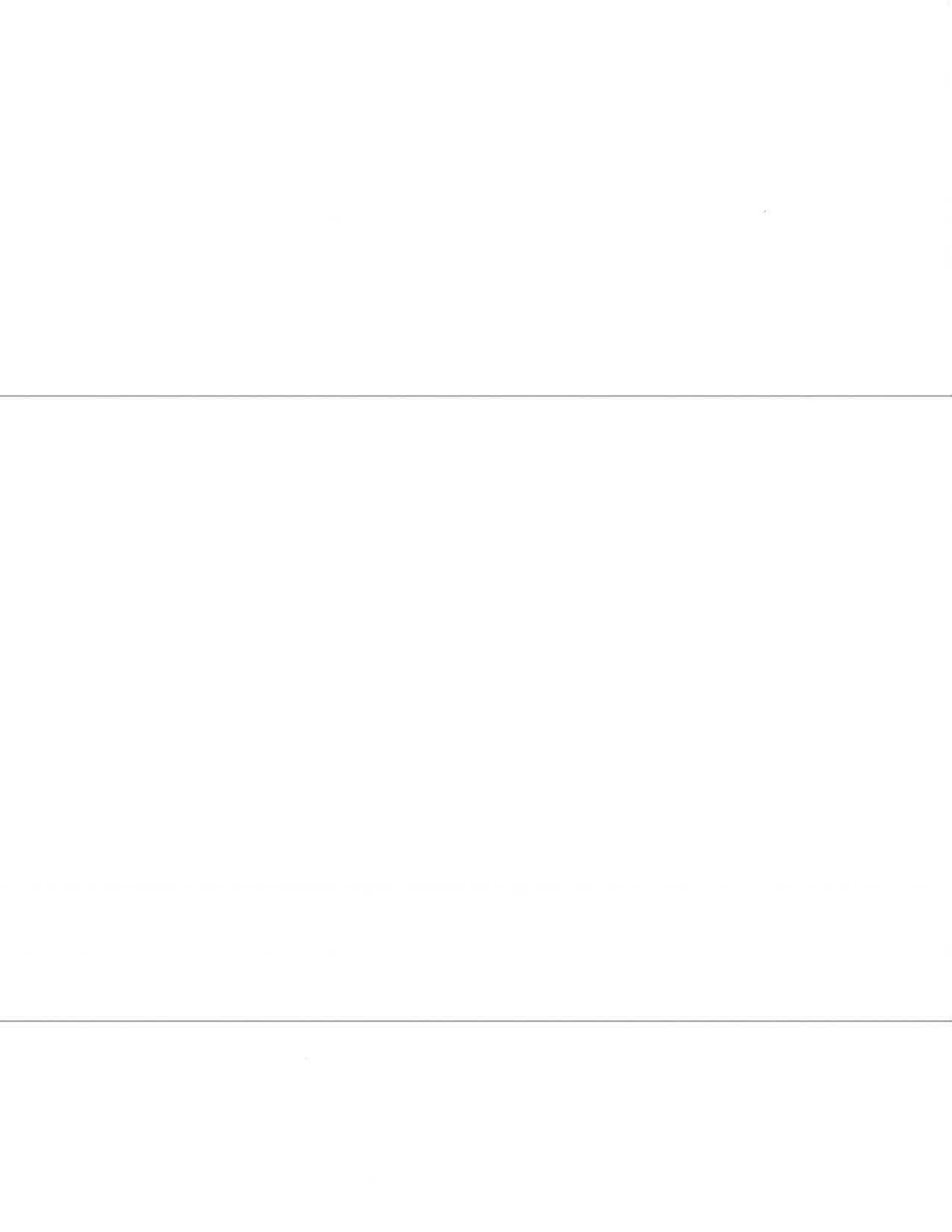
**MOTION** (Holzendorf/Buckland) to approve proceeding with the one proposer for the BSIC procurement. Motion Approved (5-0).

Chair Jolly stated the next Board meeting is scheduled for March 25, 2021  
There being no further business, the meeting adjourned at 2:44 p.m.

SEAL

  
\_\_\_\_\_  
G. Ray Driver, Secretary

  
\_\_\_\_\_  
Ari Jolly, Chair





TO: JTA Board of Directors  
Finance and Administration Committee

April 30, 2020

FROM: Kelli O'Leary  
Vice President of Engagement

SUBJECT: Approval to Submit Title VI Program Plan

---

**RECOMMENDED ACTION**

Staff recommends the Board approve Jacksonville Transportation Authority (JTA) 2021-2023 Title VI Program Plan and authorize the Chief Executive Officer, or his designee, to file the necessary documents required for submission to Federal Transit Administration (FTA) Regional Office.

**ALIGNMENT WITH STRATEGIC GOALS**

This contract supports the Authority's goal of Customer Satisfaction and Organizational Efficiency and Effectiveness.

**SUMMARY OF NEED**

FTA requires that JTA submit a Title VI Program report every three years. The Program documents JTA's compliance with United States Department of Transportation's (USDOT) Title VI regulations. It describes JTA's Title VI complaint procedures, its public participation program, a demographic analysis of the service area, and results of JTA's monitoring program to ensure service standards are met. After Board approval, the Title VI Program will be submitted to the FTA Regional Office.

**BACKGROUND AND HISTORY**

JTA has submitted this Title VI Program Plan every three years. In October 2012, USDOT revised its Title VI regulations to require documentation that the Board approve for submission of the Title VI Program Plan to the FTA.

**PROCUREMENT OVERVIEW**

Not Applicable

**FISCAL IMPACT**

This Program is an FTA requirement and there is not direct fiscal impact for submission.

**DBE PARTICIPATION**

Not Applicable

Attachment 10

Service Standards

JACKSONVILLE TRANSPORTATION AUTHORITY  
OBJECTIVES/POLICY STATEMENT (42 U.S.C. 2000d)  
TITLE VI OF THE CIVIL RIGHTS ACT

TO ALL JTA EMPLOYEES AND THE SERVICE COMMUNITY

As a major provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority (JTA) recognizes its responsibility to the community which it serves and is committed to a policy of nondiscrimination. JTA works to ensure nondiscriminatory transportation in support of our mission to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions to enhance the social and economic quality of life for all Jacksonville citizens.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000d).

The Environmental Justice component of Title VI guarantees fair treatment for all people and provides for JTA, to identify and address, as appropriate, disproportionately high and adverse effects of its programs, policies, and activities on minority and low-income populations, such as undertaking reasonable steps to ensure that Limited English Proficiency (LEP) persons have meaningful access to the programs, services, and information the JTA provides.

Environmental Justice Regulations are:

- (a) To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations;
- (b) To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process;
- (c) To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

Ken Middleton, JTA's Director - Diversity, Equity & Customer Advocacy Program, has been designated as JTA's Civil Rights Officer responsible for civil rights compliance and monitoring to ensure non-discriminatory provision of transit services and programs. In that capacity, Mr. Middleton is responsible for implementing all aspects of the Title VI program. However, along with the Chief Executive Officer, Vice Presidents, Managers, and their staff share in the responsibility for making JTA's Title VI Program a success. Implementation of the Title VI Program is accorded 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 policy statement to all internal and external stakeholders that perform work for us on DOT-assisted and other JTA contracts through print and electronic means.

\_\_\_\_\_  
Nathaniel P. Ford Sr. / Chief Executive Officer

\_\_\_\_\_  
Date

## MAJOR TRANSIT SERVICES CHANGE POLICY

The Jacksonville Transportation Authority (JTA) establishes this Major Service Change Policy in compliance with applicable federal requirements (Title VI of the Civil Rights Act of 1964, 49 CFR Section 21 and FTA Circular 4702.1B, effective October 1, 2012).

The Federal Transit Administration (FTA) requires recipients of FTA funding to evaluate any fare change and major service change at the planning and programming stages to determine whether those changes will have a discriminatory impact on minority and low income populations in the service area.

The purpose of this policy is to establish a threshold that defines a major service change and a definition of an adverse effect caused by a major service change.

A major service change is defined by JTA as any change in service on any individual route that results in a net addition or elimination of twenty-five percent (25%) or more of the daily revenue miles for that route.

The following service changes are exempt:

- Temporary route detours caused by road construction, maintenance, closures, emergencies, labor strikes, fuel shortages, or safety concerns;
- Seasonal service changes;
- Route number designation changes;
- Any temporary service addition, change or discontinuation of a demonstration route with less than 12 months of operation;
- Changes on special service routes such as sporting events, special events, or service contracted with other cities or agencies;
- Any service change that does not meet the conditions of a major service change defined above.

An adverse effect is defined as a geographical or time-based reduction in service which includes, but is not limited to, span of service changes, frequency changes, route segment elimination, re-routing, or route elimination.

JTA will consider and analyze the degree of adverse effects when planning major service changes.

## DISPARATE IMPACT POLICY

The Jacksonville Transportation Authority (JTA) establishes this Disparate Impact Policy in compliance with applicable federal requirements (Title VI of the Civil Rights Act of 1964, 49 CFR Section 21 and FTA Circular 4702.1B, effective October 1, 2012).

The Federal Transit Administration (FTA) requires recipients of FTA funding to evaluate any fare change and major service change at the planning and programming stages to determine whether those changes will have a discriminatory impact on minority populations in the service area.

The purpose of this policy is to establish a threshold that defines when adverse effects of a major service change or any fare change are borne disproportionately by minority populations.

A disparate impact occurs when the minority population adversely affected by a fare change or major service change is 10 percent (10%) more than the average minority population of JTA's transit service area.

An adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area. This includes, but is not limited to, span of service changes, frequency changes, route segment elimination, re-routing, or route elimination.

Disparate impacts on routes with span of service changes, frequency changes segment elimination, re-routing and/or route elimination will be determined by analyzing all routes with such changes collectively.

If JTA finds a potential disparate impact, JTA will take steps to avoid, minimize or mitigate the impacts, then re-analyze the modified service plan to determine whether the impacts were removed. If JTA chooses not to alter the proposed changes, JTA may implement the fare change or major service changes if there is substantial legitimate justification for the change and if JTA can show that there are no alternatives that will have less of an impact on the minority population while still accomplishing JTA's legitimate program goals.

## DISPROPORTIONATE BURDEN POLICY

The Jacksonville Transportation Authority (JTA) establishes this Disproportionate Burden Policy in compliance with applicable federal requirements (Title VI of the Civil Rights Act of 1964, 49 CFR Section 21 and FTA Circular 4702.1B, effective October 1, 2012).

The Federal Transit Administration (FTA) requires recipients of FTA funding to evaluate any fare change and major service change at the planning and programming stages to determine whether those changes will have a discriminatory impact on low income populations in the service area.

The purpose of this policy is to establish a threshold that defines when adverse effects of a major service change or any fare change are borne disproportionately by low income populations.

A disproportionate burden occurs when the low income population adversely affected by a fare change or major service change is 10 percent (10%) more than the average low income population of JTA's transit service area.

An adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area. This includes, but is not limited to, span of service changes, frequency changes, route segment elimination, re-routing, or route elimination.

Disproportionate burden on routes with span of service changes, frequency changes segment elimination, re-routing and/or route elimination will be determined by analyzing all routes with such changes collectively.

If JTA finds a potential disproportionate burden, JTA will take steps to avoid, minimize or mitigate the impacts, then re-analyze the modified service plan to determine whether the impacts were removed. If JTA chooses not to alter the proposed changes, JTA may implement the fare change or major service changes if there is substantial legitimate justification for the change and if JTA can show that there are no alternatives that will have less of an impact on the low income population while still accomplishing JTA's legitimate program goals.

## TRANSIT SERVICE STANDARDS AND POLICIES

The Jacksonville Transportation Authority (JTA) establishes these Transit Service Standards and Policies in compliance with applicable federal requirements (Title VI of the Civil Rights Act of 1964, 49 CFR Section 21 and FTA Circular 4702.1B, effective October 1, 2012).

The Federal Transit Administration (FTA) requires recipients of FTA funding to establish and monitor system-wide service standards and policies for each specific fixed route mode of service. These standards and policies must address how service is distributed across the transit system, and must ensure that the manner of the distribution affords users access to these assets. Quantitative service standards must be set for:

- Vehicle Load Factor: the ratio of passengers to the total number of seats on a vehicle.
- Vehicle Headway: the amount of time between two vehicles traveling in the same direction on a given route or combination of routes.
- On-time Performance: the percentage of runs (trips) that are completed on-time, based on the system's definition.
- Service Availability: distribution of routes within the service area, as:
  - Maximum distance between bus stops; OR
  - Percent of residents in the service area within one-quarter mile walk to a stop.

Recipients are also required to adopt service policies to ensure that service design and operations practices do not result in the discrimination on the basis of race, color or national origin. Policies do not have to be based on quantitative thresholds. Service policies must be set for:

- Distribution of transit amenities for each mode (as, seating, shelters, information signs, escalators, elevators, waste receptacles)
- Vehicle Assignment for each mode: defining the process by which transit vehicles are placed into service on routes; may be based on the age of the vehicle.

### JTA Fixed Modes

The Federal Transit Administration (FTA) requires recipients of FTA funding to establish and monitor system-wide service standards and policies for each specific mode of service. For the Jacksonville Transportation Authority, fixed modes, using FTA National Transit Database (NTD) definitions, are:

- Motor Bus / Direct Operations (MB DO): fixed route bus service operated by JTA
  - Includes JTA's fixed route bus service, express bus routes, and the First Coast Flyer.
- Monorail/Automated Guideway / Direct Operations (MG / DO): JTA Skyway
- Ferryboat / Purchased Transportation (FB / PT): St. Johns River Ferry

## JTA Service Standards

To assess the performance and adequacy of the current public transportation system and guide the formulation of route improvement proposals, it is necessary to establish a set of transit performance criteria. These are used to assess the present service. These criteria will also become the basis for formulating route improvement proposals to bridge the gap between actual and desired performance. This report outlines standards for the JTA's transportation system.

1. **Vehicle Load Factors** - To ensure that most passengers will be provided a seat on a JTA vehicles for at least a major portion of the trip, loading standards must be established and schedules devised that reflect passenger volumes. This standard is measured as the ratio of passengers on board to the seated bus capacity expressed as a percent. Values of 100 percent or less indicate all riders are provided a seated ride while values of more than 100 percent denote standees. Loading standards indicate the degree of crowding (i.e., standees) which is acceptable, with consideration given to both the type of service and the operating period. Acceptable load factors are as follows:

### Maximum Load Factor (Percent of Seats)

Service Type	Seated	Standing	Total	Maximum Load Factor
Local Fixed Routes – 40' bus	38	9	47	1.24
Local Fixed Routes – 35' bus	32	8	40	1.25
Express Routes	38	0	38	1.00
Skyway	12	28	40	3.33
Ferry	20	179*	199	9.95

\* Includes passengers in their own vehicle

2. **Vehicle Headways** - In general, frequencies or headways (the time between one bus and the next at the same location in the same direction) are established to provide enough vehicles past the maximum load point(s) on a route to accommodate the passenger volume and stay within the recommended load factor standards. If passenger loads are so light that an excessive time is needed between vehicles to meet loading standards, then headways should be set on the basis of policy considerations.



Maximum Policy Headway (Minutes)

	Weekday Mainline	Weekday Branch	Saturday Mainline	Saturday Branch	Sunday Mainline	Sunday Branch
First Coast Flyer (BRT)	10 - 15	--	30	--	30	--
Frequent Routes	15	30	30	60	30	60
Mainline Routes	30	60	60	--	60	--
Connector Routes	60	--	60	--	60	--
Limited Connector Routes	--	--	--	--	--	--
Express Routes	--	--	--	--	--	--
Ferry	30	--	30	--	30	--
Nassau Express	--	--	--	--	--	--

For the Skyway automated guideway system, frequencies or headways are dictated by the number of trains in service. The higher the number of trains allows for more frequent service. The headway, in minutes, can vary depending on the routes in operation, even with the same number of vehicles. Thus, for the Skyway, headway will be defined in terms of number of trains in service.

Mode	Weekday Peak	Weekday Off-Peak
Skyway	5 trains	3 trains

As with all standards, this headway matrix should be considered a guide, not an absolute measure. There may be situations where low demand warrants even less frequent service. Further, headways should be designed, wherever possible, to conform to regularly recurring clock-face intervals. There are situations, however, where operational efficiencies may supersede the desirability of clock-face headways. For example, if a route has a round trip cycle time of 70 minutes (the time needed to operate a round trip on the route), JTA may want to adopt a 70-minute frequency rather than a 60-minute frequency for that particular route. Establishing headways equal to cycle times allows a transit system to minimize costs by assigning a single bus to the route. In this example, strict adherence to a 60-minute headway policy would require a substantial increase in unproductive layover time or the interlining of two or more routes that is not always possible.

3. On-Time Performance – To ensure that transit riders have confidence that the service will perform reliably in accordance with the public timetables prepared and distributed by JTA, on-time performance standards have been established.

#### Fixed Route Bus

- A vehicle is considered "on-time" when its departure is from one minute and one second before to five minutes and 59 seconds after the scheduled departure time.
- A vehicle is considered "late" when it departs more than five minutes and 59 seconds after the scheduled departure time.
- A vehicle which departs more than one minute and one second before its scheduled departure time is considered to be "early."
- The standard for JTA schedule adherence for all fixed route categories is established at 75 percent being on-time.

#### Skyway

- A Skyway vehicle is considered "on-time" when it completes its route cycle and returns to the same station. Trains that do not complete a cycle when scheduled are considered "late."
- The standard for JTA Skyway is established at 99.0 percent being on-time.

#### Ferry

- The Ferry is considered "on-time" when it departs more than 59 seconds before to nine (9) minutes and 59 seconds after the scheduled departure time.
- The Ferry is considered "late" when it departs more than nine minutes and 59 seconds after the scheduled departure time.
- If the Ferry departs more 59 seconds before its scheduled departure time is considered to be "early."
- The standard for JTA schedule adherence for the Ferry is established at 98 percent being on-time.

#### Nassau Express

- A vehicle is considered "on-time" when its departure is from one minute and one second before to five minutes and 59 seconds after the scheduled departure time.
- A vehicle is considered "late" when it departs more than five minutes and 59 seconds after the scheduled departure time.
- A vehicle which departs more than one minute and one second before its scheduled departure time is considered to be "early."
- The standard for JTA schedule adherence for the Nassau Express is established at 75 percent being on-time.

4. Service Availability (Bus Stop Spacing): A major influence on the proximity of transit service is the bus stop spacing along bus routes. Bus stop spacing must provide the shortest walking distance to the bus for as many passengers as possible while allowing for an efficient running speed. Therefore, a bus stop spacing standard must consider the density of the service area and the characteristics of the land uses served. The bus stop spacing standard suggested for the JTA is summarized below.

## Bus Stop Spacing

Route Type	Stop Spacing
First Coast Flyer (BRT)	1 – 2 per mile
Frequent Routes	3 – 4 per mile
Mainline Routes	5 – 7 per mile
Connector Routes	5 – 7 per mile
Limited Connector Routes	Only near trip ends
Express Routes	Only near trip ends
Nassau Express	Only near trip ends

Stop spacing is not applicable for the Skyway or the Ferry. The Skyway must stop at all eight stations. The Ferry must stop at each terminal on both sides of the river.

Summary: Reasonable judgment must be utilized in applying the service standards to assess current JTA service. While the standards are quantitative, they do not represent absolutes that must be met in all cases. Unusual situations may warrant special consideration. The service standards may conflict with one another. Nonetheless, the standards permit the tradeoffs to be delineated and an informed decision made to resolve differences. The comparison of actual performance with the standards should not be made on a "pass-fail" basis.

## JTA Service Policies

### 1. Distribution of Transit Amenities Policies

- o Bus Shelters - Bus shelters will be installed where daily passenger boarding exceeds 40 passengers or at stops that serve concentrations of elderly residents or persons with disabilities, provided that there is sufficient right-of-way available to install the shelter, shelter access and appropriate amenities. A higher priority will be given to bus stops that receive less frequent service (with higher headways).
- o Bus Benches - Benches will be installed at bus stops where daily boarding exceeds 20 passengers, provided that there is sufficient right-of-way available.
- o Skyway Stations - All eight stations on the Skyway system are furnished with escalators and elevators, as well as trash receptacles, benches and roofs for shelter.
- o Ferry - There are two terminals for the Ferry. Both terminals have an adequate queuing area for vehicles.

### 2. Vehicle Assignment Policy.

Fixed route vehicles will be assigned to individual routes based on vehicle mileage, route requirements, high wheelchair usage, high ridership and service area. The Jacksonville Transportation Authority will insure that the average age of fixed route vehicles assigned to revenue service will remain consistent throughout the service area. Low floor buses are deployed on frequent service and high-ridership routes; these buses may carry a higher share of ridership than their numerical proportion of the overall bus fleet. All vehicles are equipped with air conditioning and automated stop announcement systems.

Fixed route blocks with heavy ridership will have vehicles assigned with the highest seating capacity.

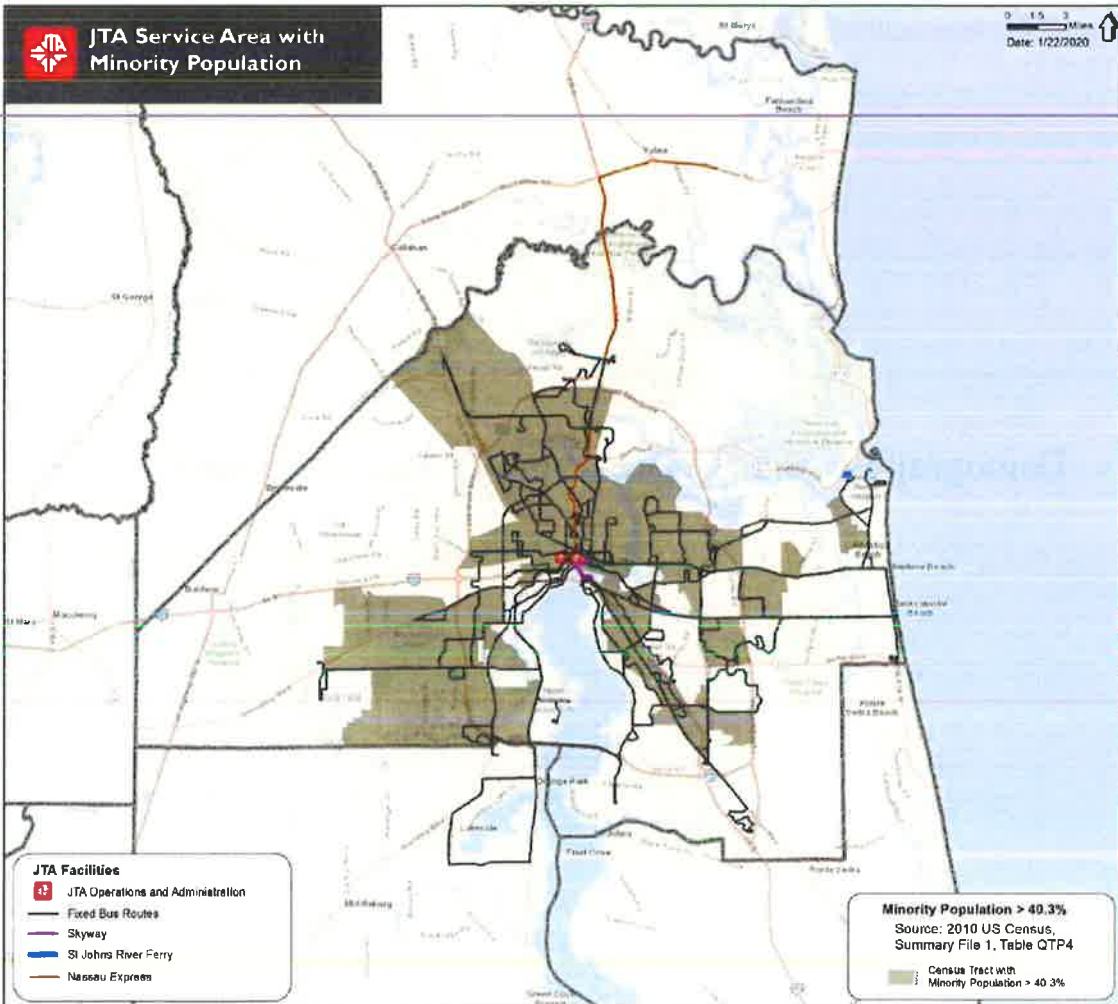
Assignment of New Vehicles: New vehicles will be assigned to routes throughout the service based on the vehicle capacity and vehicle design as well as ridership and service needs of the routes. New vehicles will be assigned to ensure mileage consistency on those routes and the system.

Vehicle assignment is not applicable on the Skyway or the Ferry. All six of the vehicles in the Skyway system are of the same design and within five years of manufacture (between 1997 and 2002). Only one vehicle operates the Ferry.

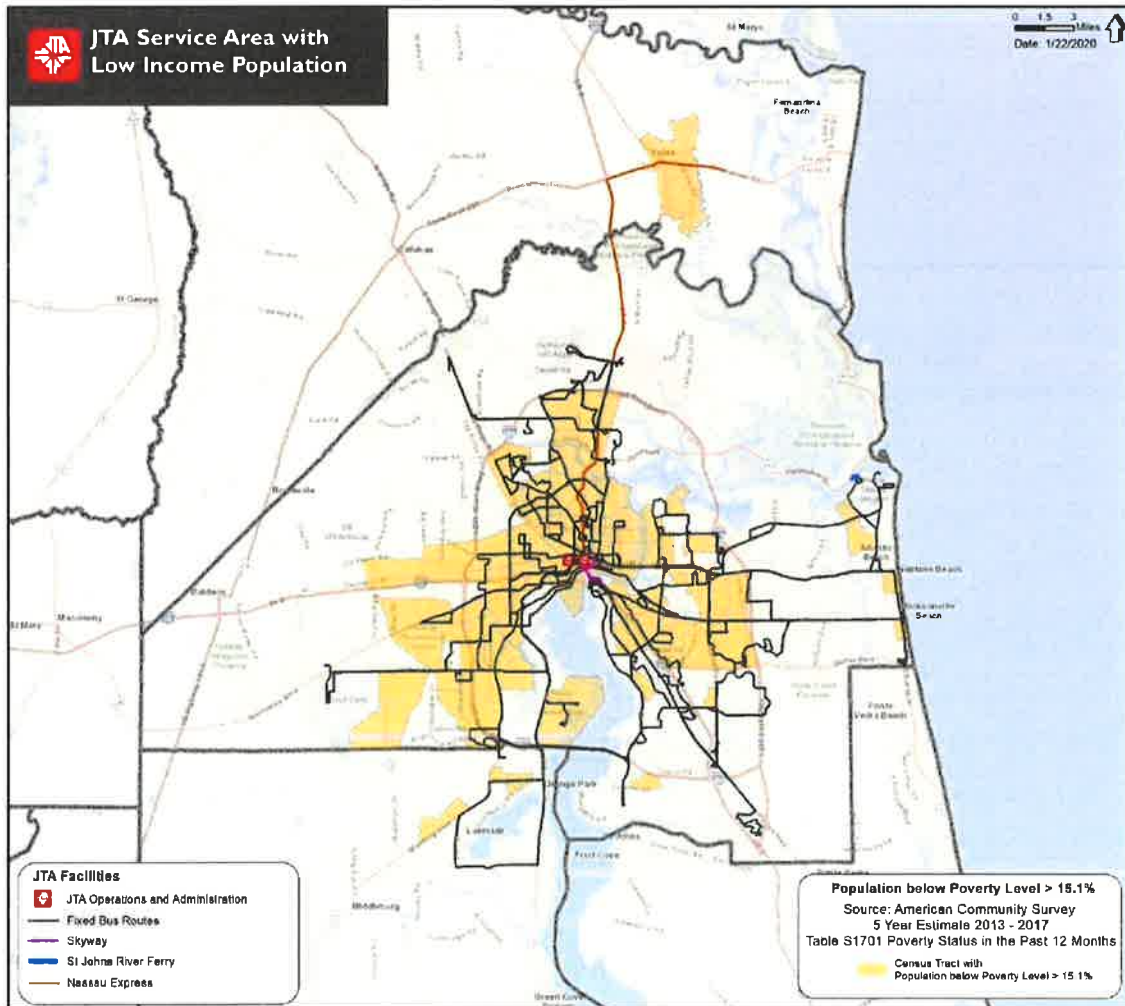
Attachment 11

Demographic and Service Profile Maps and Charts

- 1) The demographic map below shows the JTA service area, with Census Tracts where the percentage of the total minority population residing in these areas exceeds the average percentage of minority populations for the service area as a whole. The data source used for minority populations is the 2010 US Census Summary File 1, Table QTP4. Service area is defined by a compilation of census tracts that touch a ¼ mile buffer surrounding fixed routes. Therefore, the service area includes all of Duval County with 173 tracts, 14 tracts in Clay County, four in Nassau County and three tracts in St Johns County, for a total of 194 tracts. The average percent minority population for the service area is 40.3 percent. There are 89 tracts, or 46 percent with percent minority population above the average for the service area.



- 2) The demographic map below shows the JTA service area, with Census Tracts where the percentage of the total low-income population residing in these areas exceeds the average percentage of low-income populations for the service area as a whole. The data source used for low-income populations is the American Community Survey Five Year Estimate, 2013-2017, Table S1701. The average percent low-income population for the service area is 15.1 percent. Of the 194 tracts encompassing the JTA service area, there are 88 tracts, or 45 percent that exceed the average percent low-income population for the service area.



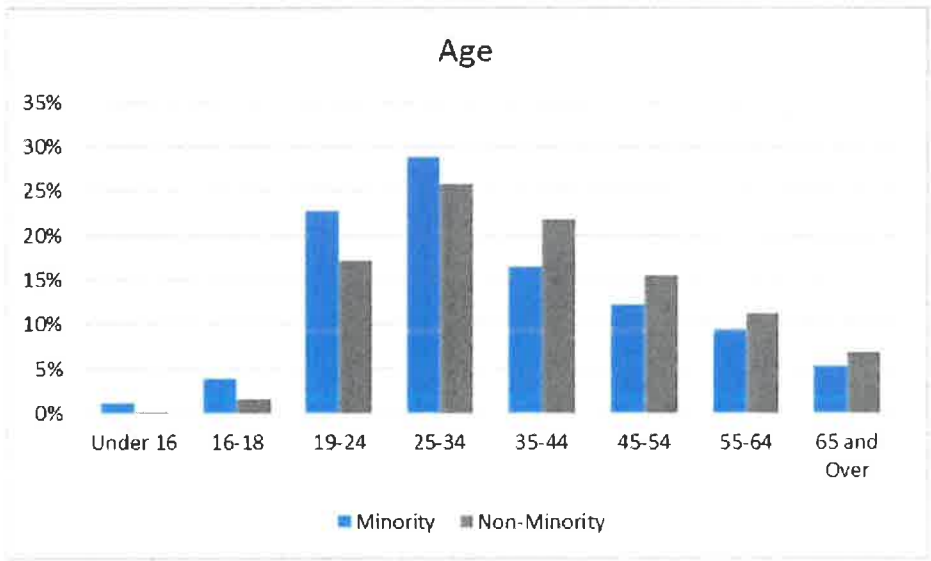
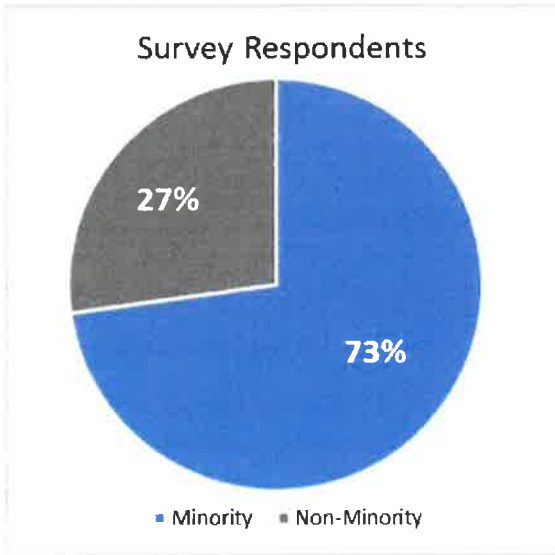
Attachment 12

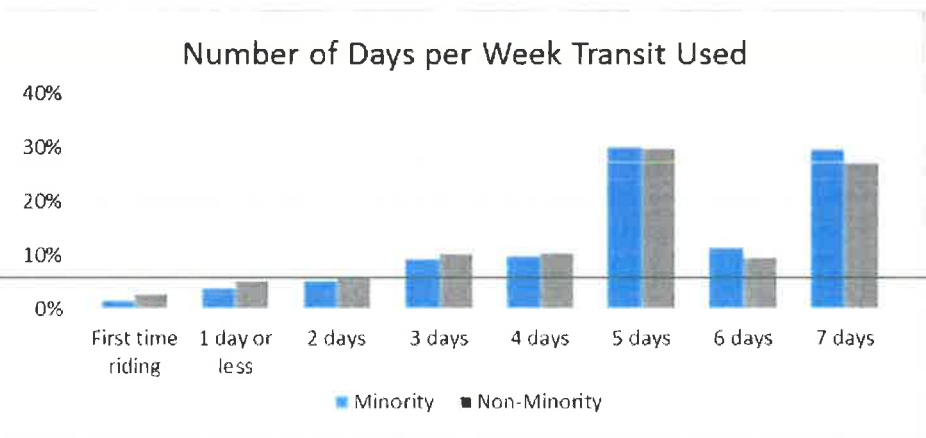
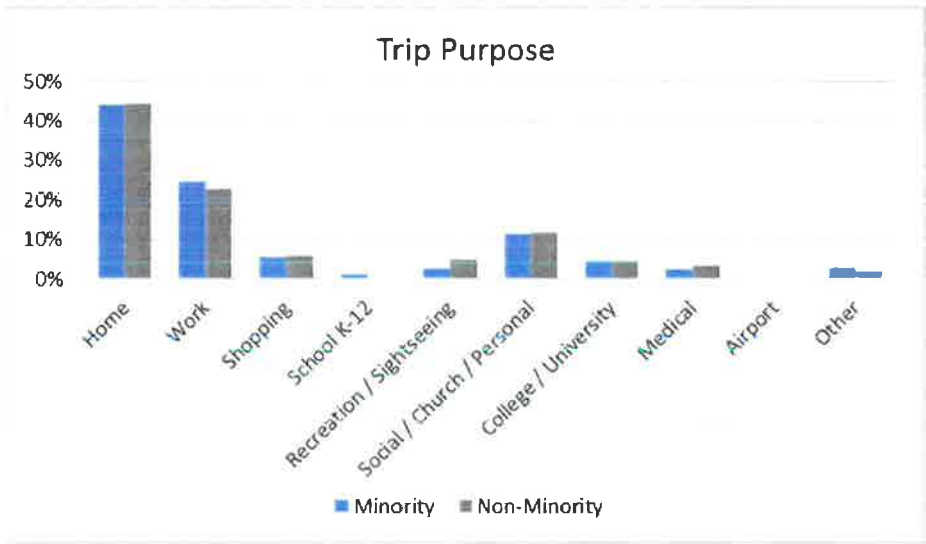
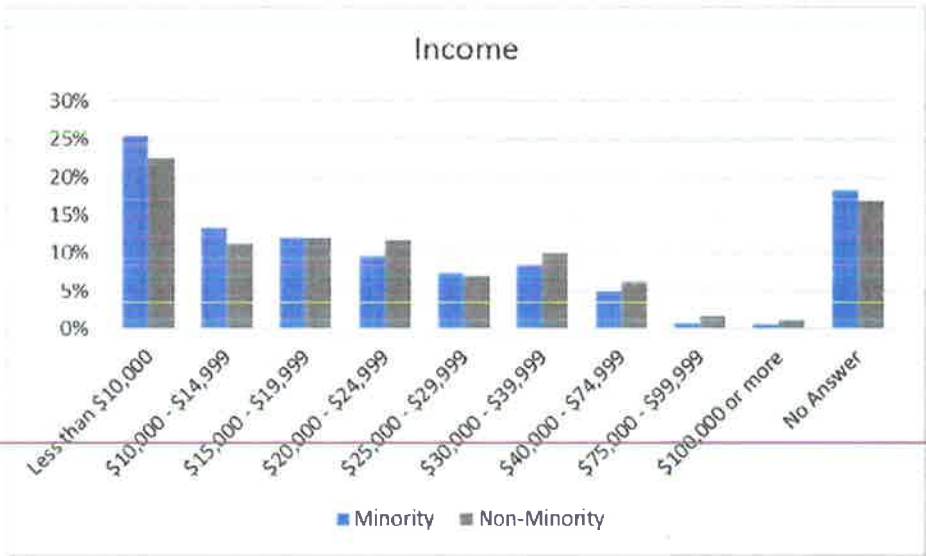
Demographic Ridership and Travel Patterns

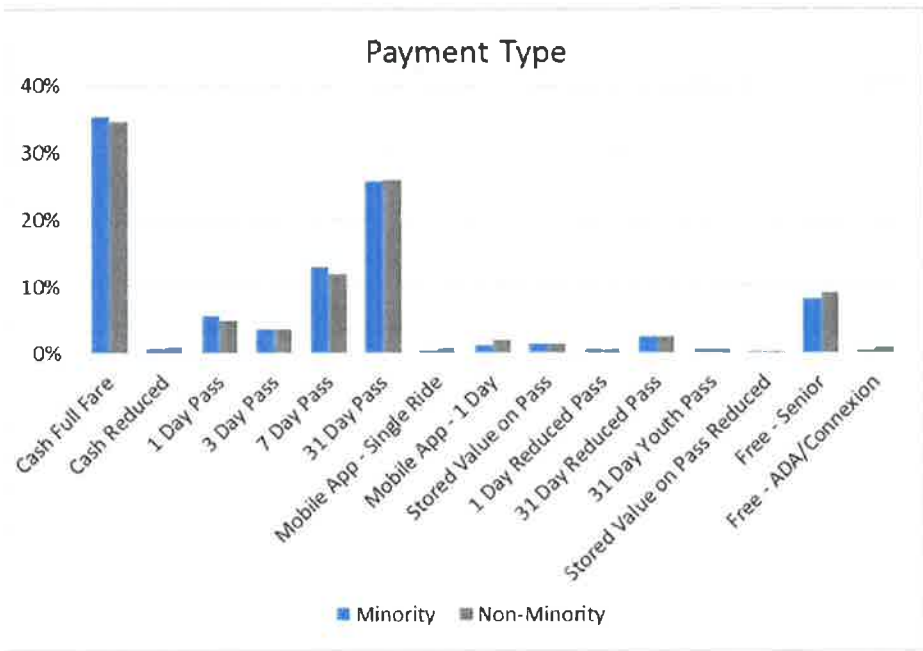
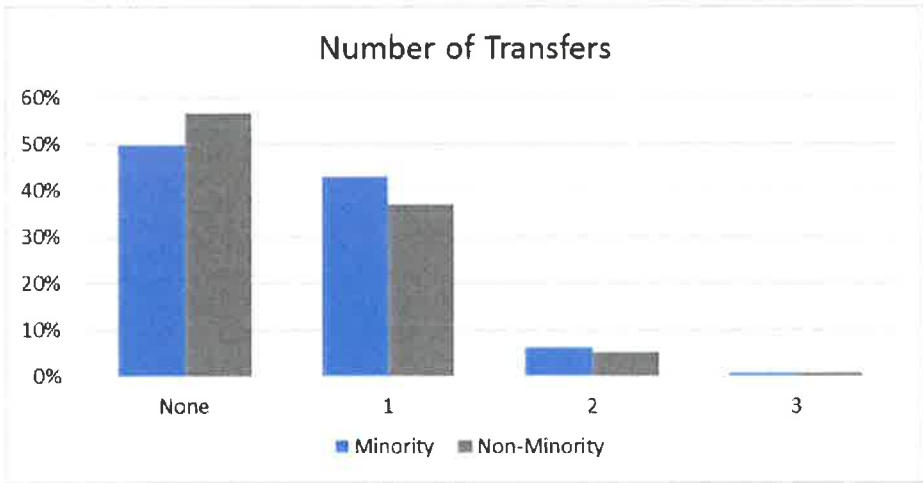


### Demographic Ridership and Travel Patterns

The demographic profile below shows a comparison of minority riders and non-minority riders, based on the Onboard Survey conducted in 2016. This survey resulted in demographic and travel pattern information for over 20 percent of JTA's riders.







Attachment 13

Requirements to Monitor Transit Service

Requirements to Monitor Transit Service

In the sections below, the minority transit route definition is used to implement a monitoring program of the JTA Service Standards. A minority transit route is one in which at least one-third of the revenue miles are located in a Census Tract where the percentage minority population exceeds the percentage minority population in the service area. The table below shows the 43 fixed routes that JTA operates, along with the designation of minority route.

Route Number	Route Name	Revenue Miles	Revenue Miles in Minority Tract	Percent of Revenue Miles in Minority Tract	Minority Status
1	North Main	1,753	1,185	68%	Minority Route
3	Moncrief	1,359	1,359	100%	Minority Route
4	Kings	686	686	100%	Minority Route
5	Park/Blanding	1,809	1,097	61%	Minority Route
8	Beach/Town Center	1,947	1,020	52%	Minority Route
10	Atlantic	1,186	404	34%	Minority Route
11	A Philip Randolph	272	272	100%	Minority Route
12	Myrtle/Lem Turner	577	577	100%	Minority Route
13	Commonwealth/Lane	875	755	86%	Minority Route
14	Edison	488	263	54%	Minority Route
15	Post/Normandy	693	346	50%	Minority Route
16	Riverside/Wilson	716	358	50%	Minority Route
17	St. Augustine	880	261	30%	
18	Atlantic/Monument	897	631	70%	Minority Route
19	Arlington	976	901	92%	Minority Route
21	Boulevard/Gateway	152	152	100%	Minority Route
22	Avenue B	340	340	100%	Minority Route
23	Townsend/Southside	956	587	61%	Minority Route
24	Mayport	219	18	8%	
25	San Jose	423	77	18%	
26	Argyle Forest/Buckman Bridge	318	150	47%	Minority Route
27	Philips/Avenues	420	375	89%	Minority Route
28	Southside Blvd/Sunbeam	346	181	52%	Minority Route
30	Cecil	268	164	61%	Minority Route
32	McDuff	196	136	69%	Minority Route
33	Spring Park/Philips	279	221	79%	Minority Route
50	University	1,350	1,163	86%	Minority Route
51	Edgewood	783	534	68%	Minority Route
53	Commonwealth/Cassat	1,022	493	48%	Minority Route
80	NAS Shuttle	51	12	23%	
81	Dinsmore Shuttle	109	109	100%	Minority Route
82	Amazon Shuttle	206	137	67%	Minority Route
84	Philips/Gran Bay	89	0	0%	
85	Highlands/Busch Dr	231	87	38%	Minority Route
86	Northside	46	46	100%	Minority Route
102	First Coast Flyer Green Line	1,383	1,383	100%	Minority Route
107	First Coast Flyer Blue Line	2,098	1,749	83%	Minority Route
109	First Coast Flyer Red Line	2,831	1,274	45%	Minority Route
200	Mandarin Express	63	10	15%	
201	Clay Regional Express	192	44	23%	
202	Mayport Express	177	46	26%	
205	Beaches Express	42	16	39%	Minority Route
-	Nassau Express	30	13	43%	Minority Route

### Vehicle Load Factors

The vehicle load is measured as the ratio of passengers on board to the seated bus capacity expressed as a percent. According to JTA Service Standards, acceptable load factors are as follows:

Service Type	Peak	Off-Peak
Local Fixed Routes	125%	125%
Express Routes	100%	--

Based on current data from the Automated Passenger Counters (APC), none of JTA's Fixed Routes reach an unacceptable load factor during Peak hours when ridership is the highest.

### Vehicle Headways

Headway is a measure of bus frequency, and calculated as the time in minutes between one bus and the next at the same location in the same direction. JTA Service Standards for vehicle headways are as follows.

	Weekday Mainline	Weekday Branch	Saturday Mainline	Saturday Branch	Sunday Mainline	Sunday Branch
First Coast Flyer (BRT)	10 - 15	--	30	--	30	--
Frequent Routes	15	30	30	60	30	60
Mainline Routes	30	60	60	--	60	--
Connector Routes	60	--	60	--	60	--
Limited Connector Routes	--	--	--	--	--	--
Express Routes	1 AM & 1 PM Trip	--	--	--	--	--

The table below shows the vehicle headways for JTA's Fixed Routes. All of JTA's routes meet the headway standards.

Route Number	Route Name	Route Type	Minority Status	Weekday Mainline	Weekday Branch	Saturday Mainline	Saturday Branch	Sunday Mainline	Sunday Branch	Meets Service Standard
1	North Main	Frequent Route	Minority Route	15	30	30	60	30	60	Yes
3	Moncrief	Frequent Route	Minority Route	15	30	30	60	30	60	Yes
4	Kings	Mainline Route	Minority Route	15	60	60		60		Yes
5	Park/Blanding	Frequent Route	Minority Route	15	30	30	60	30	60	Yes
8	Beach/Town Center	Frequent Route	Minority Route	15	30	30	60	30	60	Yes
10	Atlantic	Mainline Route	Minority Route	30	60	30	60	60	60	Yes
11	A Philip Randolph	Mainline Route	Minority Route	30		60		60		Yes
12	Myrtle/Lam Turner	Mainline Route	Minority Route	30		60		60		Yes
13	Commonwealth/Lane	Mainline Route	Minority Route	30		60		60		Yes
14	Edison	Mainline Route	Minority Route	30		60		60		Yes
15	Post/Normandy	Mainline Route	Minority Route	30		60		60		Yes
16	Riverside/Wilson	Mainline Route	Minority Route	30		60		60		Yes
17	St. Augustine	Mainline Route		30		60		60		Yes
18	Atlantic/Monument	Mainline Route	Minority Route	30		60		60		Yes
19	Arlington	Mainline Route	Minority Route	30		45		45		Yes
21	Boulevard/Gateway	Connector Route	Minority Route	60		60		60		Yes
22	Avenue B	Connector Route	Minority Route	60		60		60		Yes
23	Townsend/Southside	Connector Route	Minority Route	60		60		60		Yes
24	Mayport	Connector Route		60		60		60		Yes
25	San Jose	Connector Route		60		60		60		Yes
26	Angyle Forest/Buckman Bridge	Connector Route	Minority Route	60		60				Yes
27	Philips/Avenues	Connector Route	Minority Route	60		60		60	60	Yes
28	Southside Blvd/Sunbeam	Connector Route	Minority Route	60		60				Yes
30	Cecil	Connector Route	Minority Route	60		60				Yes
32	McDuff	Connector Route	Minority Route	60		60				Yes
33	Spring Park/Philips	Connector Route	Minority Route	60		60				Yes
50	University	Frequent Route	Minority Route	15		30		30		Yes
51	Edgewood	Mainline Route	Minority Route	30		60		60		Yes
53	Commonwealth/Cowart	Mainline Route	Minority Route	30		60		60		Yes
80	NAS Shuttle	Limited Connector		2 AM Trips/ 2 PM Trips	1 AM Trip					Yes
81	Dinsmore Shuttle	Limited Connector	Minority Route	2 AM Trips/ 2 PM Trips		1 AM Trip/ 1 PM Trip				Yes
82	Amazon Shuttle	Limited Connector	Minority Route	15	30	8	30			Yes
84	Philips/Gran Bay	Limited Connector		3 AM Trips/ 3 PM Trips						Yes
85	Highlands/Busch Dr	Limited Connector	Minority Route	6 AM Trips/ 6 PM Trips		6 AM Trips/ 6 PM Trips				Yes
86	Northside	Limited Connector	Minority Route	1 AM Trips/ 2 PM Trips						Yes
102	First Coast Flyer Green Line	First Coast Flyer	Minority Route	15	30	30	60	30	60	Yes
107	First Coast Flyer Blue Line	First Coast Flyer	Minority Route	15	30	30	60	30	60	Yes
109	First Coast Flyer Red Line	First Coast Flyer	Minority Route	15	30	30	60	30	60	Yes
200	Mandarin Express	Express Route		2 AM Trips/ 3 PM Trips						Yes
201	Clay Regional Express	Express Route		2 AM Trips/ 2 PM Trips						Yes
202	Mayport Express	Express Route		3 AM Trips/ 3 PM Trips		1 AM Trip/ 2 PM Trips				Yes
205	Beaches Express	Express Route	Minority Route	1 AM Trip/ 1 PM Trip						Yes
206	Nassau Express	Express Route	Minority Route	2 AM Trips/ 3 PM Trips						Yes

FERRY

	Minority Status	Weekday	Saturday	Sunday	Meets Service Standard
Ferry		30	30	30	Yes

The Skyway meets service standards by operating five trains during the weekday peak hours and three trains during the weekday off-peak hours.

On-Time Performance

Performance reliability standards have been established for JTA as follows. A vehicle is considered ~~on-time when its departure is from one minute and one second to five minutes and 59 seconds after~~ the scheduled departure time. A vehicle is considered late when it departs more the five minutes and 59 seconds after the scheduled departure time. A vehicle which departs more than one minute and one second before its scheduled departure time is considered to be early. The standard for JTA schedule adherence for all fixed route categories is established at the 75 percent being on-time. The table below shows the on-time performance of JTA's Fixed Routes for December 2019. There are five routes that do not meet the service standard, four routes are classified as minority, or 80 percent.



<b>Route Number</b>	<b>Route Name</b>	<b>Minority Status</b>	<b>On Time Performance</b>	<b>Meets Service Standard</b>
1	North Main	Minority Route	76%	Yes
3	Moncrief	Minority Route	79%	Yes
4	Kings	Minority Route	82%	Yes
5	Park/Blanding	Minority Route	82%	Yes
8	Beach/Town Center	Minority Route	75%	Yes
10	Atlantic	Minority Route	76%	Yes
11	A Philip Randolph	Minority Route	88%	Yes
12	Myrtle/Lem Turner	Minority Route	82%	Yes
13	Commonwealth/Lane	Minority Route	80%	Yes
14	Edison	Minority Route	84%	Yes
15	Post/Normandy	Minority Route	78%	Yes
16	Riverside/Wilson	Minority Route	80%	Yes
17	St. Augustine		79%	Yes
18	Atlantic/Monument	Minority Route	78%	Yes
19	Arlington	Minority Route	79%	Yes
21	Boulevard/Gateway	Minority Route	84%	Yes
22	Avenue B	Minority Route	79%	Yes
23	Townsend/Southside	Minority Route	76%	Yes
24	Mayport		83%	Yes
25	San Jose		81%	Yes
26	Argyle Forest/Buckman Bridge	Minority Route	68%	No
27	Philips/Avenues	Minority Route	78%	Yes
28	Southside Blvd/Sunbeam	Minority Route	68%	No
30	Cecil	Minority Route	85%	Yes
32	McDuff	Minority Route	75%	Yes
33	Spring Park/Philips	Minority Route	82%	Yes
50	University	Minority Route	83%	Yes
51	Edgewood	Minority Route	82%	Yes
53	Commonwealth/Cassat	Minority Route	77%	Yes
80	NAS Shuttle		77%	Yes
81	Dinsmore Shuttle	Minority Route	81%	Yes
82	Amazon Shuttle	Minority Route	75%	Yes
84	Philips/Gran Bay		85%	Yes
85	Highlands/Busch Dr	Minority Route	80%	Yes
86	Northside	Minority Route	71%	No
102	First Coast Flyer Green Line	Minority Route	92%	Yes
107	First Coast Flyer Blue Line	Minority Route	83%	Yes
109	First Coast Flyer Red Line	Minority Route	85%	Yes
200	Mandarin Express		80%	Yes
201	Clay Regional Express		72%	No
202	Mayport Express		86%	Yes
205	Beaches Express	Minority Route	91%	Yes
-	Nassau Express	Minority Route	73%	No

Skyway and Ferry

Mode		On time Performance	Meets Service Standard
Skyway	Minority Route	99%	Yes
Ferry		99%	Yes

Service Availability (Bus Stop Spacing)

The JTA Service Standard for spacing of bus stops along bus routes is as follows.

Category	Stops per Mile
First Coast Flyer (BRT)	1 – 2
Frequent Routes	3 – 4
Mainline Routes	5 – 7
Connector Routes	5 – 7
Limited Connector Routes	At appropriate locations
Express Routes	At appropriate locations

The table below shows the bus stop spacing for JTA’s Fixed Routes. Stop spacing standards are not applicable to Express Routes and Limited Connector Routes with limited stops. There are 11 routes that do not meet the service standard, all of which are classified as minority routes.

Route Number	Route Name	Route Type	Minority Status	Stops per Mile	Meets Service Standard
1	North Main	Frequent Route	Minority Route	3	Yes
3	Moncrief	Frequent Route	Minority Route	6	Yes
4	Kings	Mainline Route	Minority Route	5	Yes
5	Park/Blanding	Frequent Route	Minority Route	4	Yes
8	Beach/Town Center	Frequent Route	Minority Route	3	Yes
10	Atlantic	Mainline Route	Minority Route	3	No
11	A Philip Randolph	Mainline Route	Minority Route	8	Yes
12	Myrtle/Lem Turner	Mainline Route	Minority Route	5	Yes
13	Commonwealth/Lane	Mainline Route	Minority Route	6	Yes
14	Edison	Mainline Route	Minority Route	6	Yes
15	Post/Normandy	Mainline Route	Minority Route	5	Yes
16	Riverside/Wilson	Mainline Route	Minority Route	7	Yes
17	St. Augustine	Mainline Route	Minority Route	4	No
18	Atlantic/Monument	Mainline Route	Minority Route	4	No
19	Arlington	Mainline Route	Minority Route	4	No
21	Boulevard/Gateway	Connector Route	Minority Route	7	Yes
22	Avenue B	Connector Route	Minority Route	6	Yes
23	Townsend/Southside	Connector Route	Minority Route	3	No
24	Mayport	Connector Route	Minority Route	4	No
25	San Jose	Connector Route	Minority Route	5	Yes
26	Argyle Forest/Buckman Bridge	Connector Route	Minority Route	1	No
27	Phillips/Avenues	Connector Route	Minority Route	3	No
28	Southside Blvd/Sunbeam	Connector Route	Minority Route	4	No
30	Cecil	Connector Route	Minority Route	2	No
32	McDuff	Connector Route	Minority Route	6	Yes
33	Spring Park/Philips	Connector Route	Minority Route	3	No
50	University	Frequent Route	Minority Route	5	Yes
51	Edgewood	Mainline Route	Minority Route	5	Yes
53	Commonwealth/Cassat	Mainline Route	Minority Route	5	Yes
80	NAS Shuttle	Limited Connector Route	Minority Route	--	n/a
81	Dinsmore Shuttle	Limited Connector Route	Minority Route	--	n/a
82	Amazon Shuttle	Limited Connector Route	Minority Route	--	n/a
84	Phillips/Gran Bay	Limited Connector Route	Minority Route	--	n/a
85	Highlands/Busch Dr	Limited Connector Route	Minority Route	--	n/a
86	Northside	Limited Connector Route	Minority Route	--	n/a
102	First Coast Flyer Green Line	First Coast Flyer	Minority Route	1	Yes
107	First Coast Flyer Blue Line	First Coast Flyer	Minority Route	1	Yes
109	First Coast Flyer Red Line	First Coast Flyer	Minority Route	1	Yes
200	Mandarin Express	Express Route	Minority Route	--	n/a
201	Clay Regional Express	Express Route	Minority Route	--	n/a
202	Mayport Express	Express Route	Minority Route	--	n/a
205	Beaches Express	Express Route	Minority Route	--	n/a
-	Nassau Express	Express Route	Minority Route	--	n/a

#### Service Availability (Skyway and Ferry)

The Skyway currently stops at seven of its eight stations. The Convention Center Station is temporarily closed. The Ferry stops at each terminal on both sides of the river.

## Distribution of Transit Amenities

The JTA Distribution of Transit Amenities Policy states that bus shelters will be installed where daily passenger boarding exceed 40 passengers or at stops that serve concentrations of elderly residents or persons with disabilities, provided that there is sufficient right-of-way available to install the shelter, shelter access and appropriate amenities. Benches will be installed at bus stops where daily passenger boarding exceeds 15 passengers, provided that there is sufficient right-of-way available. According to average passenger counts for August through November 2019, there were 154 stops with over 40 daily passenger boarding's. Of these 154 stops, there are 34 that do not have a shelter installed, and 27, or 79% of these stops are located in a minority census tract. There were 325 stops with over 15 daily passenger boarding's and less than or equal to 40 passenger boarding's. Of these 325 stops, there were 50 that do not have a bench installed in which 36, or 72% of these stops are located in a minority census tract.

## Vehicle Assignment Policy

The JTA Service Standard for vehicle assignment requires the average age of fixed route vehicles assigned to the revenue service remain consistent throughout the service area. JTA operates vehicles that average in age from one year to 12 years. The table below shows the average age of vehicles assigned to each Fixed Route. The average age of vehicles assigned to routes classified as minority is 5.4 years, while the average age of all other routes is 5.2 years.

Vehicle assignment is not applicable on the Skyway or the Ferry. All six of the vehicles in the Skyway system are of the same design and within five years of manufacture (between 1997 and 2002). Only one vehicle operates the Ferry service.

<b>Route Number</b>	<b>Route Name</b>	<b>Minority Status</b>	<b>Average Age of Assigned Vehicle</b>
1	North Main	Minority Route	4
3	Moncrief	Minority Route	6
4	Kings	Minority Route	7
5	Park/Blanding	Minority Route	4
8	Beach/Town Center	Minority Route	7
10	Atlantic	Minority Route	5
11	A Philip Randolph	Minority Route	11
12	Myrtle/Lem Turner	Minority Route	7
13	Commonwealth/Lane	Minority Route	7
14	Edison	Minority Route	11
15	Post/Normandy	Minority Route	7
16	Riverside/Wilson	Minority Route	4
17	St. Augustine		6
18	Atlantic/Monument	Minority Route	7
19	Arlington	Minority Route	7
21	Boulevard/Gateway	Minority Route	5
22	Avenue B	Minority Route	5
23	Townsend/Southside	Minority Route	5
24	Mayport		5
25	San Jose		5
26	Argyle Forest/Buckman Bridge	Minority Route	3
27	Philips/Avenues	Minority Route	6
28	Southside Blvd/Sunbeam	Minority Route	3
30	Cecil	Minority Route	3
32	McDuff	Minority Route	3
33	Spring Park/Philips	Minority Route	3
50	University	Minority Route	5
51	Edgewood	Minority Route	7
53	Commonwealth/Cassat	Minority Route	6
80	NAS Shuttle		7
81	Dinsmore Shuttle	Minority Route	6
82	Amazon Shuttle	Minority Route	6
84	Philips/Gran Bay		7
85	Highlands/Busch Dr	Minority Route	7
86	Northside	Minority Route	7
102	First Coast Flyer Green Line	Minority Route	2
107	First Coast Flyer Blue Line	Minority Route	2
109	First Coast Flyer Red Line	Minority Route	2
200	Mandarin Express		12
201	Clay Regional Express		3
202	Mayport Express		10
205	Beaches Express	Minority Route	12
-	Nassau Express	Minority Route	--

Attachment 14

Service and Fare Equity Analyses Conducted

## JTA April 2018 Service Change Title VI Analysis

### Introduction

As a major provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority (JTA) recognizes its responsibility to the community which it serves and is committed to a policy of nondiscrimination. JTA works to ensure nondiscriminatory transportation in support of our mission to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions to enhance the social and economic quality of life for all Jacksonville citizens.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Throughout the planning stages of a major service change, the Federal Transit Administration requires agencies to determine whether there will be a discriminatory impact on minority and low income populations in the service area as a result of the change. In response to this requirement, the Jacksonville Transportation Authority has established the Disparate Impact and Disproportionate Burden Policies, which establish thresholds that define when the effects of a service change are borne unequally by minority and low income populations. JTA performs a Title VI analysis with each service change, which uses these policies to determine whether changes will have a discriminatory impact on minority and low income populations.

### JTA Disparate Impact Policy

The Disparate Impact Policy establishes whether a minority population is adversely affected, and if so, whether they are disparately impacted by the change.

- Adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area.
- Disparate impact occurs when the minority population adversely affected by a major service change is 10% more than the average minority population of JTA's transit service area.

### JTA Disproportionate Burden Policy

The Disproportionate Burden Policy establishes whether a low income population is adversely affected, and if so, whether they are disparately impacted by the change.

- Adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area.
- Disproportionate burden occurs when the low income population adversely affected by a major service change is 10% more than the average low income population of JTA's transit service area.

## Proposed Service Change

The proposed service changes include revisions to Route 23 to serve Baymeadows Rd East and Gate Pkwy. The portions of Southside Blvd and Deerwood Park Blvd that were formally served by Route 23 will be served by extending the Route 35. Route 35 will be extended to serve Baymeadows Rd, Southside Blvd, Deerwood Park Blvd, Gate Pkwy, and the Town Center. Portions of Route 30 along Morse Rd, Wesconnett Blvd, and Confederate Point will be discontinued. Route 301, Oakleaf Community Shuttle, will be discontinued and replaced with fixed route service on Route 52. Route 52 will serve Argyle Forest Blvd, Collins Rd, and cross the Buckman Bridge to serve San Jose Blvd and Crown Point Rd. Route 300, Dunn Pritchard Community Shuttle will be discontinued and replaced with fixed route service on Route 83 along Pritchard Rd and additional trips on Route 81. Also, additional trips will be added on routes 13, 14, 15, 16, 51, and 53 in order to mitigate a potential disproportionate burden in the southwest area of Jacksonville.

## Title VI Analysis

The Title VI Analysis consists of first determining the adversely affected areas due to the proposed service change, and then determining if there is a disparate impact or disproportionate burden. The analysis determined that 14 of 183 census tracts within the JTA transit service area will experience a 5% geographical or time-based reduction in service, and subsequently will be adversely affected due to this service change. The Disparate Impact and Disproportionate Burden analyses compared minority and low-income populations within these adversely affected tracts to the minority and low-income populations within the entire service area.

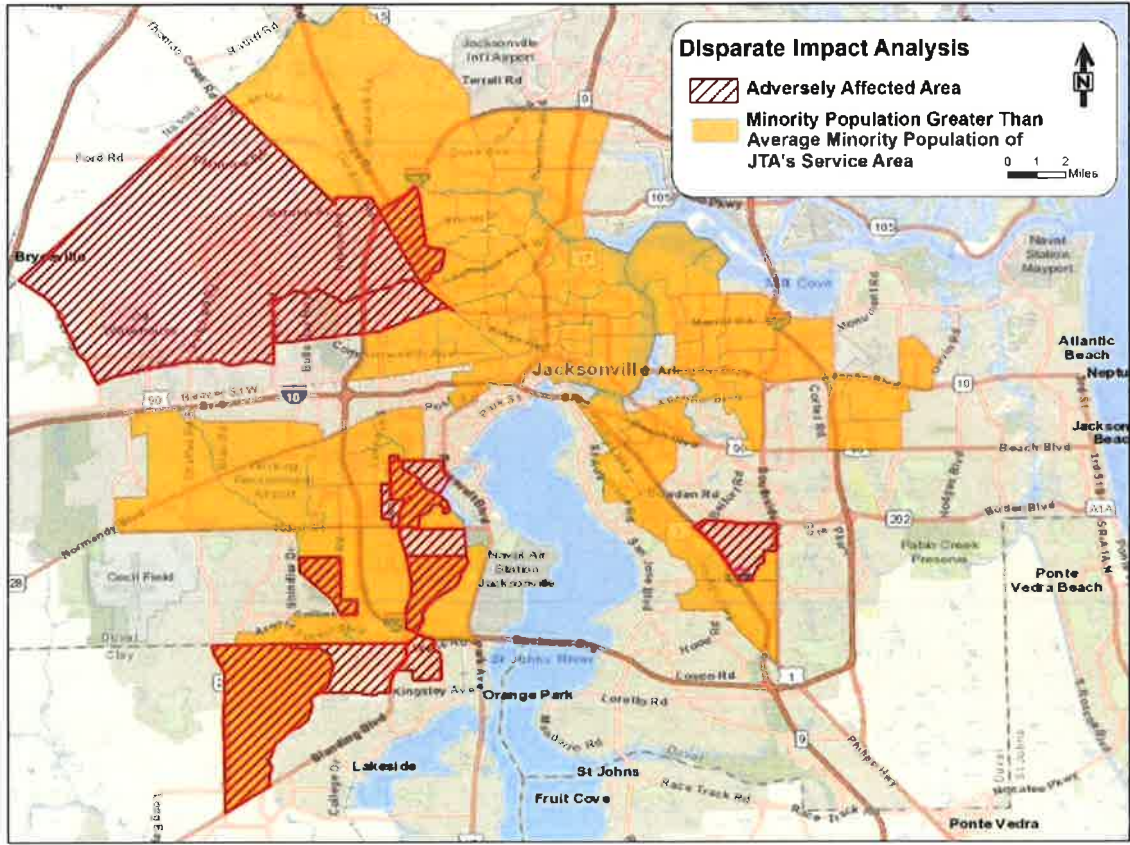
The disparate impact analysis determined that the minority population within the adversely affected area is 2.91% higher than the average minority population throughout the service area. It was concluded that no disparate impact will occur as a result of this service change. Table 1 shows the total population and minority population of the adversely affected area and the service area, according to the 2010 Census. Figure 1 shows the geographic distribution of areas with higher than average minority populations in relation to adversely affected areas.

Table 1: Disparate Impact Analysis

Area	Total Population	Minority Population	Average Minority Population	Difference in Adversely Affected Area vs Service Area	Disparate Impact Threshold
Service Area	935,037	396,192	42.4%		
Adversely Affected Area	69,788	30,432	43.6%	2.91%	10%



Figure 1: Minority Population and Impacted Areas

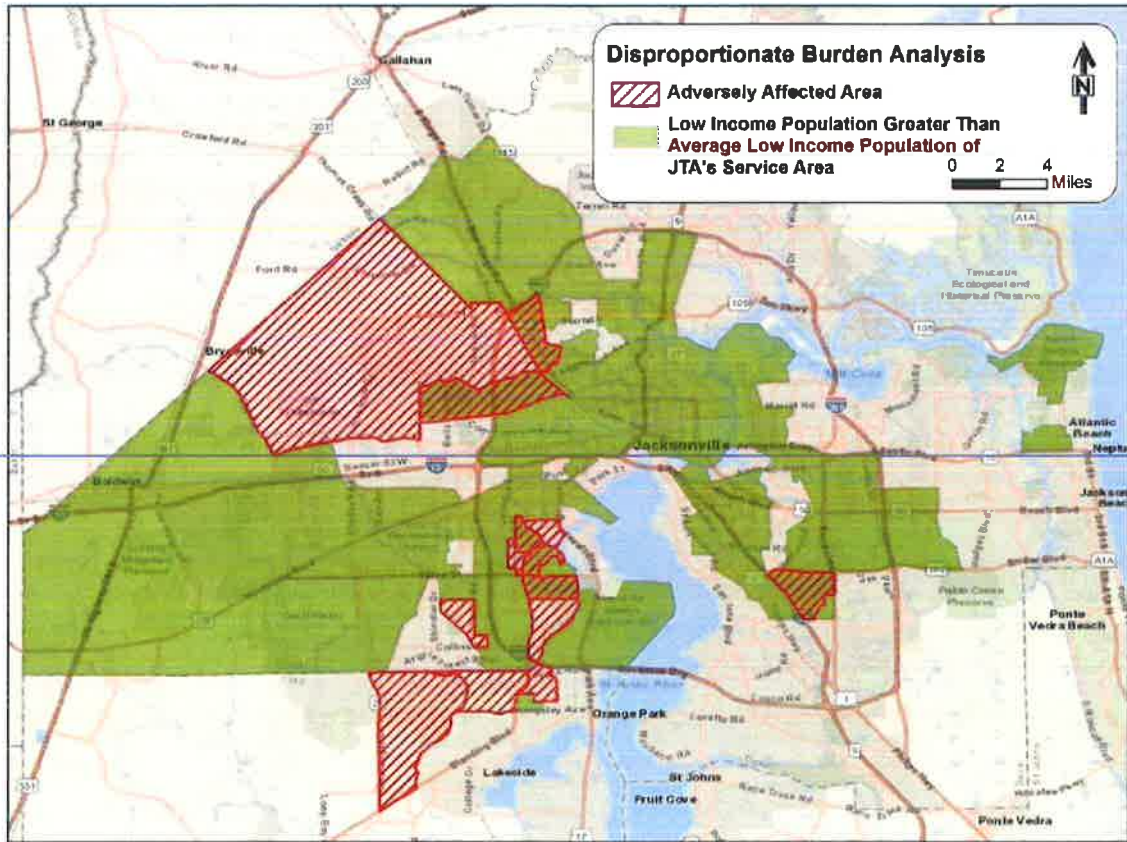


The disproportionate burden analysis determined that the low income population within the adversely affected area is 6.61% lower than the average low income population throughout the service area. It was concluded that there will be no disproportionate burden for this service change. Table 2 shows the total population for which poverty status is determined and the low income population within the adversely affected area and the service area, according to the 2011 – 2015 American Community Survey. Figure 2 shows the geographic distribution of areas with higher than average low income populations in relation to adversely affected areas.

Table 2: Disproportionate Burden Analysis

Area	Population for which Poverty Status is Determined	Low Income Population	Average Low Income Population	Difference in Adversley Affected Area vs Service Area	Disproportionate Burden Threshold
Service Area	944,602	155,615	16.5%		
Adversley Affected Area	74,265	11,426	15.4%	-6.61%	10%

Figure 2: Low Income Population and Impacted Areas



## JTA December 2018 Service Change Title VI Analysis

### Introduction

As a major provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority (JTA) recognizes its responsibility to the community which it serves and is committed to a policy of nondiscrimination. JTA works to ensure nondiscriminatory transportation in support of our mission to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions to enhance the social and economic quality of life for all Jacksonville citizens.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Throughout the planning stages of a major service change, the Federal Transit Administration requires agencies to determine whether there will be a discriminatory impact on minority and low income populations in the service area as a result of the change. In response to this requirement, the Jacksonville Transportation Authority has established the Disparate Impact and Disproportionate Burden Policies, which establish thresholds that define when the effects of a service change are borne unequally by minority and low income populations. JTA performs a Title VI analysis with each service change, which uses these policies to determine whether changes will have a discriminatory impact on minority and low income populations.

### JTA Disparate Impact Policy

The Disparate Impact Policy establishes whether a minority population is adversely affected, and if so, whether they are disparately impacted by the change.

- Adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area.
- Disparate impact occurs when the minority population adversely affected by a major service change is 10% more than the average minority population of JTA's transit service area.

### JTA Disproportionate Burden Policy

The Disproportionate Burden Policy establishes whether a low income population is adversely affected, and if so, whether they are disparately impacted by the change.

- Adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area.
- Disproportionate burden occurs when the low income population adversely affected by a major service change is 10% more than the average low income population of JTA's transit service area.

## Proposed Service Change

The proposed service changes include revisions to Route 8 to serve Art Museum Dr. and Downtown. The portion on Beach Blvd west of Art Museum Dr. will be discontinued. Route 31 will originate at the Rosa Parks transit hub instead of at Pearl St and Water St. Route 32 will no longer serve Downtown, Riverside Ave, and Post St. A new loop will be added going from Stockton St to Riverside Ave to King St to Park St and back to Stockton St. Route 33 service will be discontinued along Beach Blvd, Philips Hwy, and Emerson St. Route 33 will be extended to serve Kings Ave and make a stop at the Kings Avenue Skyway Station.

Community Shuttles 305 and 307 will be discontinued and replaced with fixed route service. Community Shuttle 302 will also be discontinued and replaced with fixed route service with a small revision to its route. This new fixed route will service the Avenues Walk shopping center instead of the Avenues Mall. Community Shuttle 303 will be discontinued and not replaced with a fixed route.

Route 9 will be replaced with First Coast Flyer Route 109 which will contain 128 trips.

## Title VI Analysis

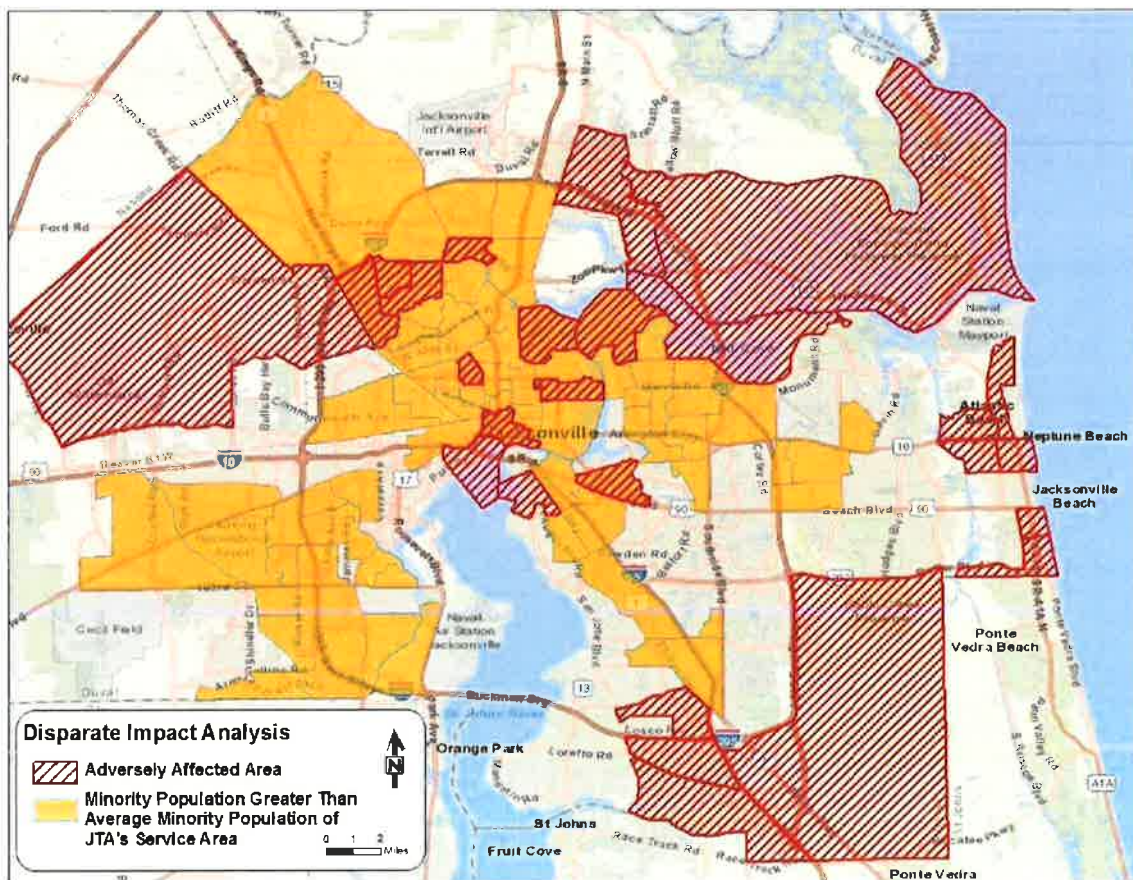
The Title VI Analysis consists of first determining the adversely affected areas due to the proposed service change, and then determining if there is a disparate impact or disproportionate burden. The analysis determined that 26 of 182 census tracts within the JTA transit service area will experience a 5% geographical or time-based reduction in service, and subsequently will be adversely affected due to this service change. The Disparate Impact and Disproportionate Burden analyses compared minority and low-income populations within these adversely affected tracts to the minority and low-income populations within the entire service area.

The disparate impact analysis determined that the minority population within the adversely affected area is 5.77% lower than the average minority population throughout the service area. It was concluded that no disparate impact will occur as a result of this service change. Table 1 shows the total population and minority population of the adversely affected area and the service area, according to the 2010 Census. Figure 1 shows the geographic distribution of areas with higher than average minority populations in relation to adversely affected areas.

Table 3: Disparate Impact Analysis

Area	Total Population	Minority Population	Average Minority Population	Difference in Adversely Affected Area vs. Service Area	Disparate Impact Threshold
Service Area	919,298	388,711	42.3%		
Adversely Affected Area	139,424	55,553	39.8%	-5.77%	10%

Figure 3: Minority Population and Impacted Areas

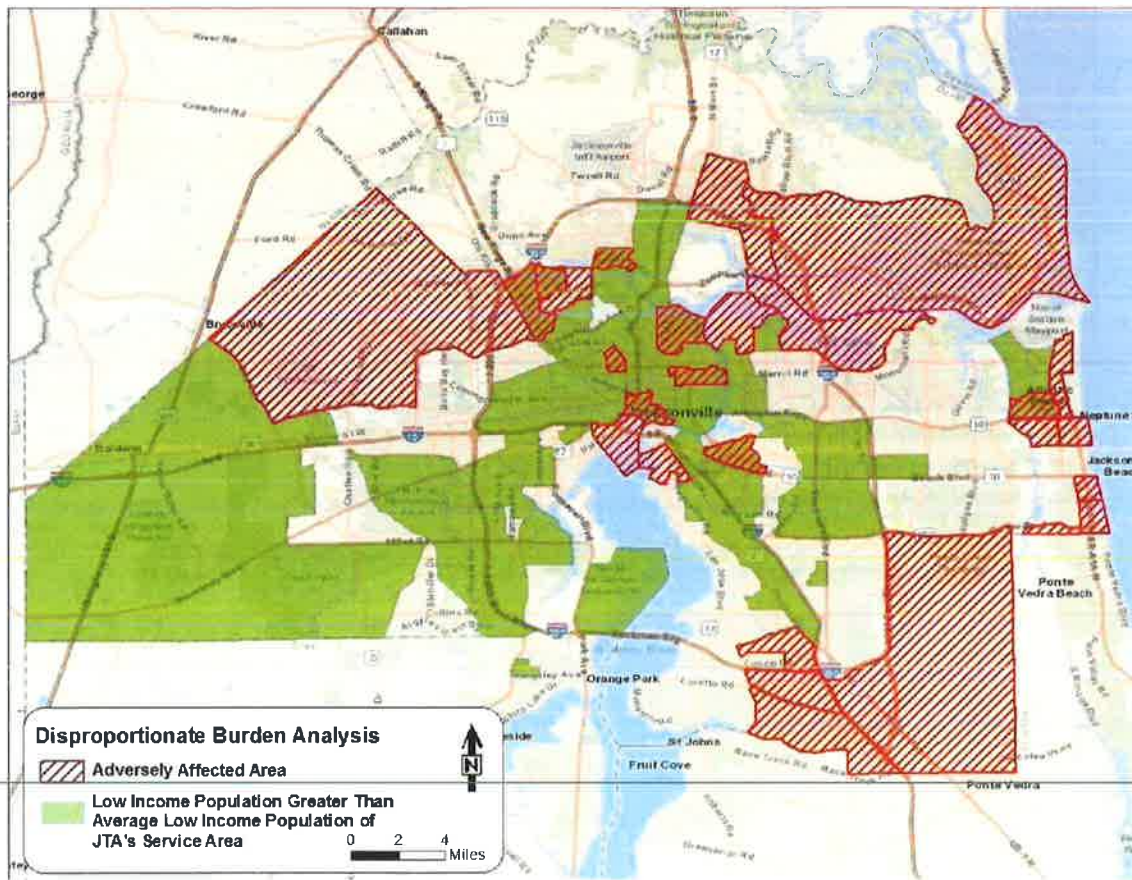


The disproportionate burden analysis determined that the low income population within the adversely affected area is 17.39% lower than the average low income population throughout the service area. It was concluded that there will be no disproportionate burden for this service change. Table 2 shows the total population for which poverty status is determined and the low income population within the adversely affected area and the service area, according to the 2012 – 2016 American Community Survey. Figure 2 shows the geographic distribution of areas with higher than average low income populations in relation to adversely affected areas.

Table 4: Disproportionate Burden Analysis

Area	Population for which Poverty Status is Determined	Low Income Population	Average Low Income Population	Difference in Adversely Affected Area vs. Service Area	Disproportionate Burden Threshold
Service Area	936,597	150,154	16.0%		
Adversely Affected Area	143,840	19,051	13.2%	-17.39	10%

Figure 4: Low Income Population and Impacted Areas



## JTA October 2019 Fare Change Title VI Analysis

### Introduction

As a major provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority (JTA) recognizes its responsibility to the community which it serves and is committed to a policy of nondiscrimination. JTA works to ensure nondiscriminatory transportation in support of our mission to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions to enhance the social and economic quality of life for all Jacksonville citizens.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Throughout the planning stages of a major service change or a fare change, the Federal Transit Administration requires agencies to determine whether there will be a discriminatory impact on minority and low-income populations in the service area as a result of the change. In response to this requirement, the Jacksonville Transportation Authority has established the Disparate Impact and Disproportionate Burden Policies, which establish thresholds that define when the effects of a service change or fare change are borne unequally by minority and low-income populations. JTA performs a Title VI analysis with each service change or fare change, which uses these policies to determine whether changes will have a discriminatory impact on minority and low-income populations.

### JTA Disparate Impact Policy

The Disparate Impact Policy applies to any fare change and establishes whether the minority population is disparately impacted by the change.

- Disparate impact occurs when the minority population adversely affected by the fare change is 10% more than the average minority population of JTA's transit service area.

### JTA Disproportionate Burden Policy

The Disproportionate Burden Policy applies to any fare change and establishes whether the low-income population is disparately impacted by the change.

- Disproportionate burden occurs when the low-income population adversely affected by the fare change is 10% more than the average low-income population of JTA's transit service area.

## Proposed Fare Change

The proposed fare change changes numerous fares for the JTA bus services. This includes not just the base fare, but the cost of all tickets as well. In addition, the proposed fare change will introduce discounts to passengers using the JTA mobile app to purchase their fare. The fare changes evaluated in this report are detailed below.

Fare Type	Current	Proposed
Adult Single Trip	\$1.50	\$1.75
1 Day Pass	\$4.00	\$4.50
1 Day Pass (mobile app)	\$4.00	\$4.25
3 Day Pass	\$10.00	\$12.00
3 Day Pass (mobile app)	\$10.00	\$11.00
7 Day Pass	\$16.00	\$20.00
7 Day Pass (mobile app)	\$16.00	\$18.00
31 Day Pass	\$50.00	\$65.00
31 Day Pass (mobile app)	\$50.00	\$60.00
Reduced Single Trip	\$0.75	\$0.85
Youth Single Trip	\$0.75	\$0.75
Reduced 1 Day Pass	\$1.50	\$1.75
Reduced 1 Day Pass (mobile app)	\$1.50	\$1.50
Youth 1 Day Pass	\$1.50	\$1.50
Reduced 31 Day Pass	\$30.00	\$32.00
Reduced 31 Day Pass (mobile app)	\$30.00	\$30.00
Youth 31 Day Pass	\$30.00	\$30.00
Express Single Trip	\$2.75	\$2.75

## Title VI Analysis

The Title VI Analysis consists of determining those adversely affected populations due to the proposed fare change and the extent of that burden, and then determining if there is a disparate impact or disproportionate burden. As most fares are being increased (free services for those over 65 and those who are eligible for Connexion will not change), the evaluation must evaluate the extent of the fare change for the rider population as a whole, then evaluate the same for those customers who are within each protected group (either low income or minority).

The data used for this analysis is from the 2016 Origin -Destination Survey in which JTA surveyed 10% of the average daily passengers. The survey has been weighted and expanded to represent the actual number of linked passengers on an average weekday. The survey asked the following information from each surveyed passenger that is used for this analysis: total annual household income, total number of people living in household, race/ethnicity, and payment type. The payment type inquired on the survey not only distinguished the fare type used, but the method (e.g., STAR Card, MyJTA app) in which they purchased the fare.



## Disparate Impact Analysis

A survey respondent is considered minority if the race/ethnicity indicated on the survey contained any other race/ethnicity other than white. In order to determine whether a disparate impact will be created by the fare change analyzed, the average percentage fare change was determined for all customers as well as the subset of customers who are minority. The number of customers is based on surveys which race or ethnicity could be determined (those refusing that question were not included); the figures below represent expanded and weighted values from the O&D study. To ensure statistical soundness, fare categories which did not equal at least 100 customers were aggregated.

Fare Type	Percent Minority	Customers	Minority	Current Fare	Proposed Fare	Change
Cash Reduced	72.0%	346	249	\$0.75	\$0.85	13.3%
Cash not reduced	68.6%	13,329	9,143	\$1.50	\$1.75	16.7%
Mobile Single Trip	43.9%	184	81	\$1.50	\$1.75	16.7%
Mobile 1 Day	58.1%	511	297	\$4.00	\$4.25	6.3%
Reduced 1 Day STAR	70.9%	280	199	\$1.50	\$1.75	16.7%
Reduced 31 Day STAR	70.3%	1,044	733	\$30.00	\$32.00	6.7%
Reduced 31 Day Youth	58.5%	209	122	\$30.00	\$32.00	6.7%
Full cash value STAR	73.8%	505	373	\$1.50	\$1.75	16.7%
1 day not reduced STAR	74.5%	2,091	1,559	\$4.00	\$4.50	12.5%
3 day not reduced STAR	72.2%	1,418	1,023	\$10.00	\$12.00	20.0%
7 day not reduced STAR	73.9%	4,871	3,600	\$16.00	\$20.00	25.0%
31 day not reduced STAR	68.3%	10,260	7,006	\$50.00	\$65.00	30.0%
Free ADA	51.7%	188	97	\$0.00	\$0.00	
Free Senior	71.8%	3,225	2,315	\$0.00	\$0.00	
Grand Total	69.2%					

This data was weighted and aggregated to determine the average fare impact for all fare paying customers and then for those fare paying customers who are minority. In addition, among those who are experiencing a fare increase, 69.6% are minority, similar to the 69.2% of total customers who are minority.

Analysis Group	Number of Customers	Average Percentage Increase
All fare paying customers	35,048	21.1%
Minority fare paying customers	24,385	21.1%

### Disparate Impact Analysis

A survey respondent is considered minority if the race/ethnicity indicated on the survey contained any other race/ethnicity other than white. In order to determine whether a disparate impact will be created by the fare change analyzed, the average percentage fare change was determined for all customers as well as the subset of customers who are minority. The number of customers is based on surveys which race or ethnicity could be determined (those refusing that question were not included); the figures below represent expanded and weighted values from the O&D study. To ensure statistical soundness, fare categories which did not equal at least 100 customers were aggregated.

Fare Type	Percent Minority	Customers	Minority	Current Fare	Proposed Fare	Change
Cash Reduced	72.0%	346	249	\$0.75	\$0.85	13.3%
Cash not reduced	68.6%	13,329	9,143	\$1.50	\$1.75	16.7%
Mobile Single Trip	43.9%	184	81	\$1.50	\$1.75	16.7%
Mobile 1 Day	58.1%	511	297	\$4.00	\$4.25	6.3%
Reduced 1 Day STAR	70.9%	280	199	\$1.50	\$1.75	16.7%
Reduced 31 Day STAR	70.3%	1,044	733	\$30.00	\$32.00	6.7%
Reduced 31 Day Youth	58.5%	209	122	\$30.00	\$32.00	6.7%
Full cash value STAR	73.8%	505	373	\$1.50	\$1.75	16.7%
1 day not reduced STAR	74.5%	2,091	1,559	\$4.00	\$4.50	12.5%
3 day not reduced STAR	72.2%	1,418	1,023	\$10.00	\$12.00	20.0%
7 day not reduced STAR	73.9%	4,871	3,600	\$16.00	\$20.00	25.0%
31 day not reduced STAR	68.3%	10,260	7,006	\$50.00	\$65.00	30.0%
Free ADA	51.7%	188	97	\$0.00	\$0.00	
Free Senior	71.8%	3,225	2,315	\$0.00	\$0.00	
Grand Total	69.2%					

This data was weighted and aggregated to determine the average fare impact for all fare paying customers and then for those fare paying customers who are minority. In addition, among those who are experiencing a fare increase, 69.6% are minority, similar to the 69.2% of total customers who are minority.

Analysis Group	Number of Customers	Average Percentage Increase
All fare paying customers	35,048	21.1%
Minority fare paying customers	24,385	21.1%

Per JTA policy, a disparate impact exists if the proportion of the adversely affected minority customers is 10% higher than the total customer base, or if the impact experienced by affected minority customers is 10% greater than the experience of all customers. Based on the data, for both the proportion of customers who are impacted and the extent of the impact to customers, impacts to minority customers is essentially identical to that of the larger population. Based on this, no disparate impact to minority customers exists.

#### Disproportionate Burden Analysis

A survey respondent is considered low-income based on the total annual household income and the total number of people living in household indicated on the survey and the US Census Bureau poverty thresholds. A survey respondent is included in the total passengers for this analysis if the survey respondent provided the income and household size required to determine low-income status. Since fewer respondents provided this information, the total passengers used for the Disproportionate Burden analyses is less than the total passengers used for the Disparate Impact analysis.

Fare Type	Percentage	Respondents	Income	Fare	Fare	Change
Cash Reduced	66.0%	254	168	\$0.75	\$0.85	13.3%
Cash not reduced	55.5%	10,891	6,043	\$1.50	\$1.75	16.7%
Mobile Single Trip	60.6%	175	106	\$1.50	\$1.75	16.7%
Mobile 1 Day	50.1%	494	247	\$4.00	\$4.25	6.3%
Reduced 1 Day STAR	58.1%	261	152	\$1.50	\$1.75	16.7%
Reduced 31 Day STAR	48.9%	966	472	\$30.00	\$32.00	6.7%
Reduced 31 Day Youth STAR	83.2%	193	161	\$30.00	\$32.00	6.7%
Full cash value STAR	47.7%	377	180	\$1.50	\$1.75	16.7%
1 day not reduced STAR	55.6%	1,699	944	\$4.00	\$4.50	12.5%
3 day not reduced STAR	38.5%	1,155	445	\$10.00	\$12.00	20.0%
7 day not reduced STAR	49.7%	4,057	2,016	\$16.00	\$20.00	25.0%
31 day not reduced STAR	40.8%	8,923	3,642	\$80.00	\$65.00	30.0%
Free ADA	35.0%	178	62	\$0.00	\$0.00	
Free Senior	35.7%	2,830	1,009	\$0.00	\$0.00	
Grand Total	48.3%					

Similar to the disparate impact analysis, both the proportion of customers who were impacted, as well as the extent of the impact was analyzed for low-income customers and compared to the total customer population. In this case 49.5% of impacted customers are low-income, similar to the 48.3% of total customer population. This is not surprising, as most customers will see an increase. Extent of the increase is shown in the subsequent table.

Analysis Group	Number of Customers	Average Percentage Increase
All fare paying customers	29,445	21.1%
Low-income fare paying customers	14,576	20.3%

Per JTA policy, a disproportionate impact exists if the proportion of the adversely affected low-income customers is 10% higher than the total customer base, or if the impact experienced by affected low-income customers is 10% greater than the experience of all customers. Based on the data, the proportion of impacted customers who are low-income is slightly higher, but well within the 10% threshold. As to the extent of the impact, this will actually be slightly less for low-income customers than customers overall. Given these results, no disproportionate burden to low-income customers exists.

**Signature / Approval**

Prepared by:

Carl Weckenmann

Signature:  Date: 8-21-19

Approved by:

Ken Middleton

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Introduction

As a major provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority (JTA) recognizes its responsibility to the community which it serves and is committed to a policy of nondiscrimination. JTA works to ensure nondiscriminatory transportation in support of our mission to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions to enhance the social and economic quality of life for all Jacksonville citizens.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Throughout the planning stages of a major service change, the Federal Transit Administration requires agencies to determine whether there will be a discriminatory impact on minority and low income populations in the service area as a result of the change. In response to this requirement, the Jacksonville Transportation Authority has established the Disparate Impact and Disproportionate Burden Policies, which establish thresholds that define when the effects of a service change are borne unequally by minority and low income populations. JTA performs a Title VI analysis with each service change, which uses these policies to determine whether changes will have a discriminatory impact on minority and low income populations.

## JTA Disparate Impact Policy

The Disparate Impact Policy establishes whether a minority population is adversely affected, and if so, whether they are disparately impacted by the change.

- Adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area.
- Disparate impact occurs when the minority population adversely affected by a major service change is 10% more than the average minority population of JTA's transit service area.

## JTA Disproportionate Burden Policy

The Disproportionate Burden Policy establishes whether a low income population is adversely affected, and if so, whether they are disparately impacted by the change.

- Adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area.
- Disproportionate burden occurs when the low income population adversely affected by a major service change is 10% more than the average low income population of JTA's transit service area.

## Proposed Service Change

The proposed service changes include revisions to eliminating the portion of Route 26 west of Rampart Rd. A new ReadIRide zone will be created in the area Route 26 used to serve west of Rampart Rd. Route 26 service on Sunday will be eliminated.

Route 31 will be eliminated and a ReadIRide zone will be created in the Talleyrand area to serve customers using Route 31.

Route 83 will be eliminated and a ReadIRide zone will be created to serve customers using Route 83.

## Title VI Analysis

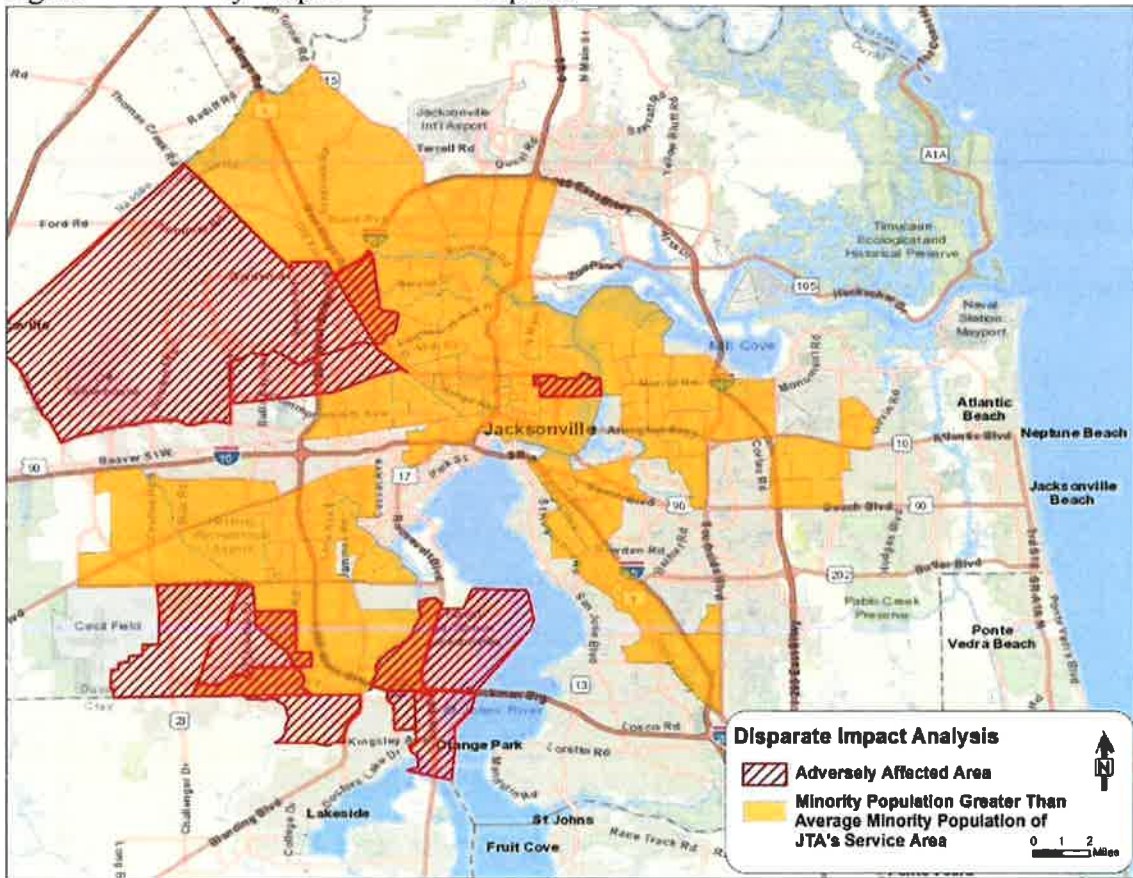
The Title VI Analysis consists of first determining the adversely affected areas due to the proposed service change, and then determining if there is a disparate impact or disproportionate burden. The analysis determined that 13 of 183 census tracts within the JTA transit service area will experience a 5% geographical or time-based reduction in service, and subsequently will be adversely affected due to this service change. The Disparate Impact and Disproportionate Burden analyses compared minority and low-income populations within these adversely affected tracts to the minority and low-income populations within the entire service area.

The disparate impact analysis determined that the minority population within the adversely affected area is 4.96% higher than the average minority population throughout the service area. It was concluded that no disparate impact will occur as a result of this service change. Table 1 shows the total population and minority population of the adversely affected area and the service area, according to the 2010 Census. Figure 1 shows the geographic distribution of areas with higher than average minority populations in relation to adversely affected areas.

Table 5: Disparate Impact Analysis

Area	Total Population	Minority Population	Average Minority Population	Difference in Adversely Affected Area vs. Service Area	Disparate Impact Threshold
Service Area	935,037	396,192	42.4%		
Adversely Affected Area	66,143	29,415	44.5%	4.96%	10%

Figure 5: Minority Population and Impacted Areas

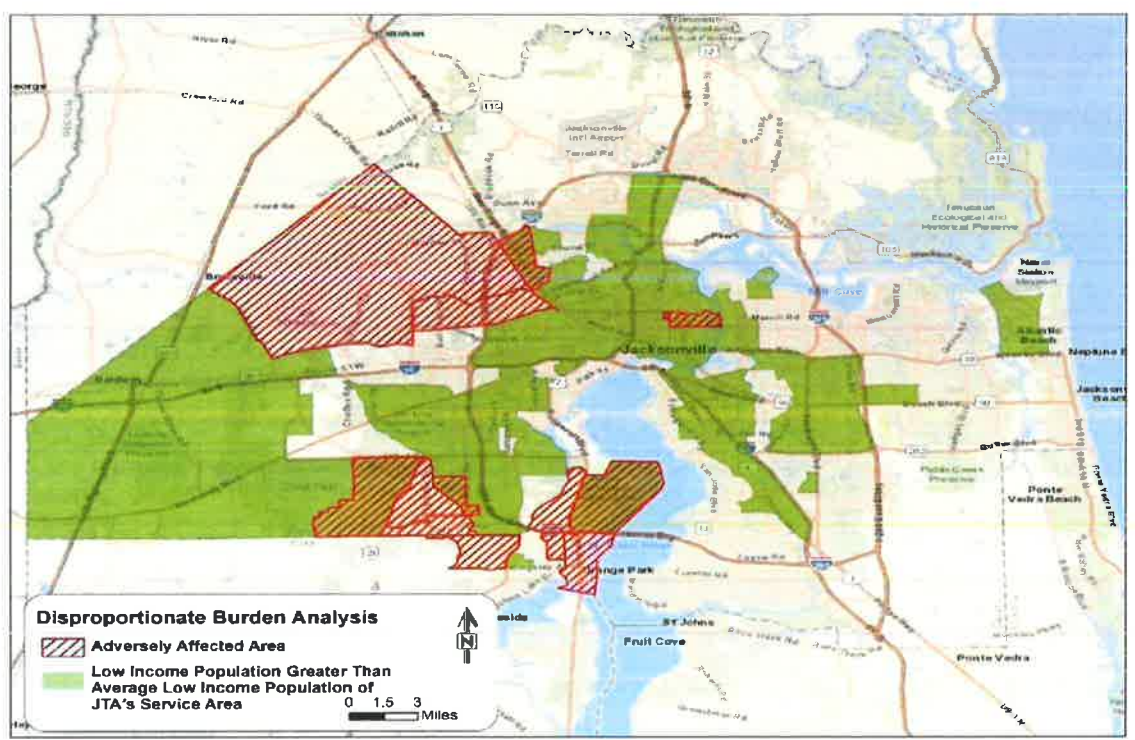


The disproportionate burden analysis determined that the low income population within the adversely affected area is 5.43% lower than the average low income population throughout the service area. It was concluded that there will be no disproportionate burden for this service change. Table 2 shows the total population for which poverty status is determined and the low income population within the adversely affected area and the service area, according to the 2012 – 2016 American Community Survey. Figure 2 shows the geographic distribution of areas with higher than average low income populations in relation to adversely affected areas.

Table 6: Disproportionate Burden Analysis

Area	Population for which Poverty Status is Determined	Low Income Population	Average Low Income Population	Difference in Adversely Affected Area vs. Service Area	Disproportionate Burden Threshold
Service Area	944,602	155,615	16.5%		
Adversely Affected Area	69,345	10,804	15.6%	-5.43%	10%

Figure 6: Low Income Population and Impacted Areas





## JTA March 2020 Service Change Title VI Analysis

### Introduction

As a major provider of public transportation whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority (JTA) recognizes its responsibility to the community which it serves and is committed to a policy of nondiscrimination. JTA works to ensure nondiscriminatory transportation in support of our mission *to be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions* to enhance the social and economic quality of life for all Jacksonville citizens.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Throughout the planning stages of a major service change, the Federal Transit Administration requires agencies to determine whether there will be a discriminatory impact on minority and low income populations in the service area as a result of the change. In response to this requirement, the Jacksonville Transportation Authority has established the Disparate Impact and Disproportionate Burden Policies, which establish thresholds that define when the effects of a service change are borne unequally by minority and low income populations. JTA performs a Title VI analysis with each service change, which uses these policies to determine whether changes will have a discriminatory impact on minority and low income populations.

#### JTA Disparate Impact Policy

The Disparate Impact Policy establishes whether a minority population is adversely affected, and if so, whether they are disparately impacted by the change.

- Adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographical area.
- Disparate impact occurs when the minority population adversely affected by a major service change is 10% more than the average minority population of JTA's transit service area.

#### JTA Disproportionate Burden Policy

The Disproportionate Burden Policy establishes whether a low income population is adversely affected, and if so, whether they are disparately impacted by the change.

- Adverse effect is defined as a geographical or time-based reduction in service that results in a five percent (5%) change in service to a geographic al area.
- Disproportionate burden occurs when the low income population adversely affected by a major service change is 10% more than the average low income population of JTA's transit service area.

### Proposed Service Change

The proposed service change consists of moving the JTA main hub from the Rosa Parks Transit Station to the new Jacksonville Regional Transportation Center (JRTC). This will affect 27 routes. These 27 routes will now terminate at the new JRTC with three routes (10, 19, and FCF Red Line) making a stop at the Rosa Parks Transit Station before heading to the JRTC.

### Title VI Analysis

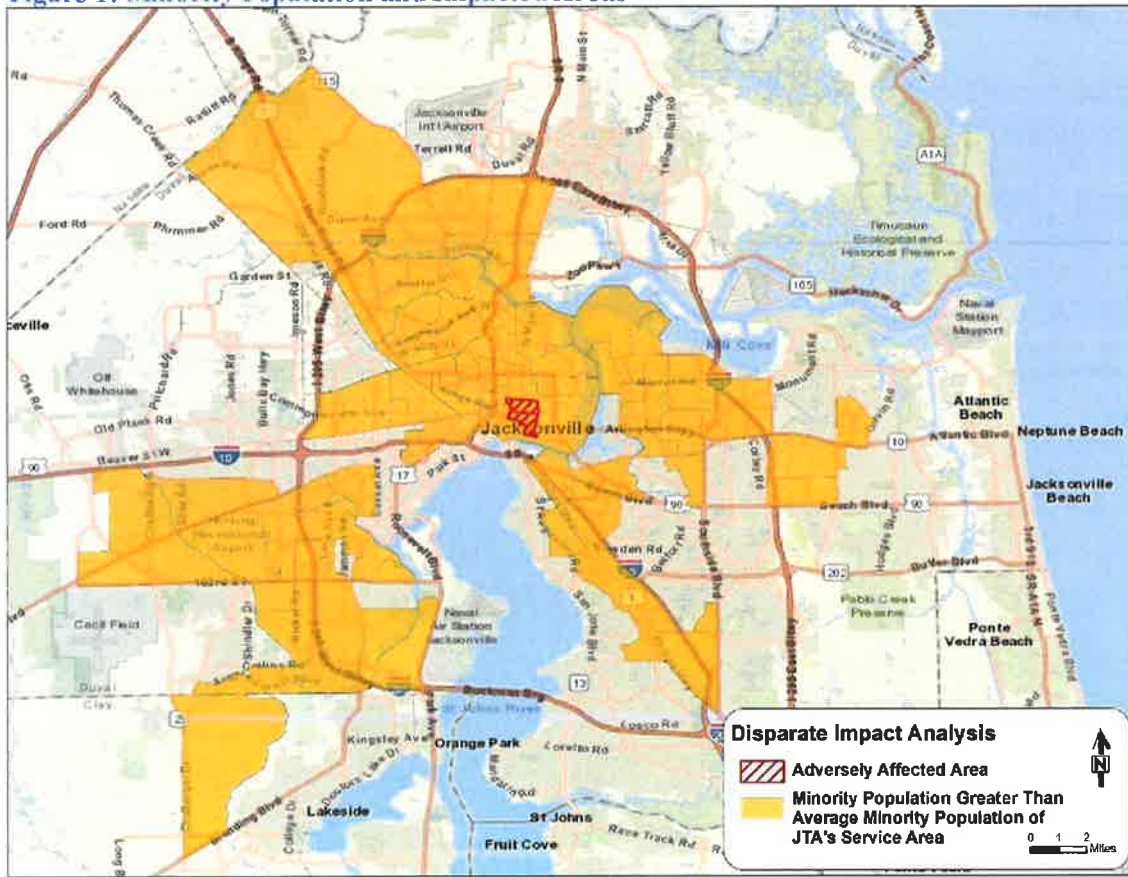
The Title VI Analysis consists of first determining the adversely affected areas due to the proposed service change, and then determining if there is a disparate impact or disproportionate burden. The analysis determined that 2 of 183 census tracts within the JTA transit service area will experience a 5% geographical or time-based reduction in service, and subsequently will be adversely affected due to this service change. The Disparate Impact and Disproportionate Burden analyses compared minority and low-income populations within these adversely affected tracts to the minority and low-income populations within the entire service area.

The disparate impact analysis determined that the minority population within the adversely affected area is 64.42% higher than the average minority population throughout the service area. It was concluded that no disparate impact will occur as a result of this service change. Table 1 shows the total population and minority population of the adversely affected area and the service area, according to the 2010 Census. Figure 1 shows the geographic distribution of areas with higher than average minority populations in relation to adversely affected areas.

**Table 1: Disparate Impact Analysis**

Area	Total Population	Minority Population	Average Minority Population	Difference in Adversely Affected Areas. Service Area	Disparate Impact Threshold
Service Area	935,037	396,192	42.4%		
Adversely Affected Area	7,772	4,997	64.3%	51.74%	10%

**Figure 1: Minority Population and Impacted Areas**

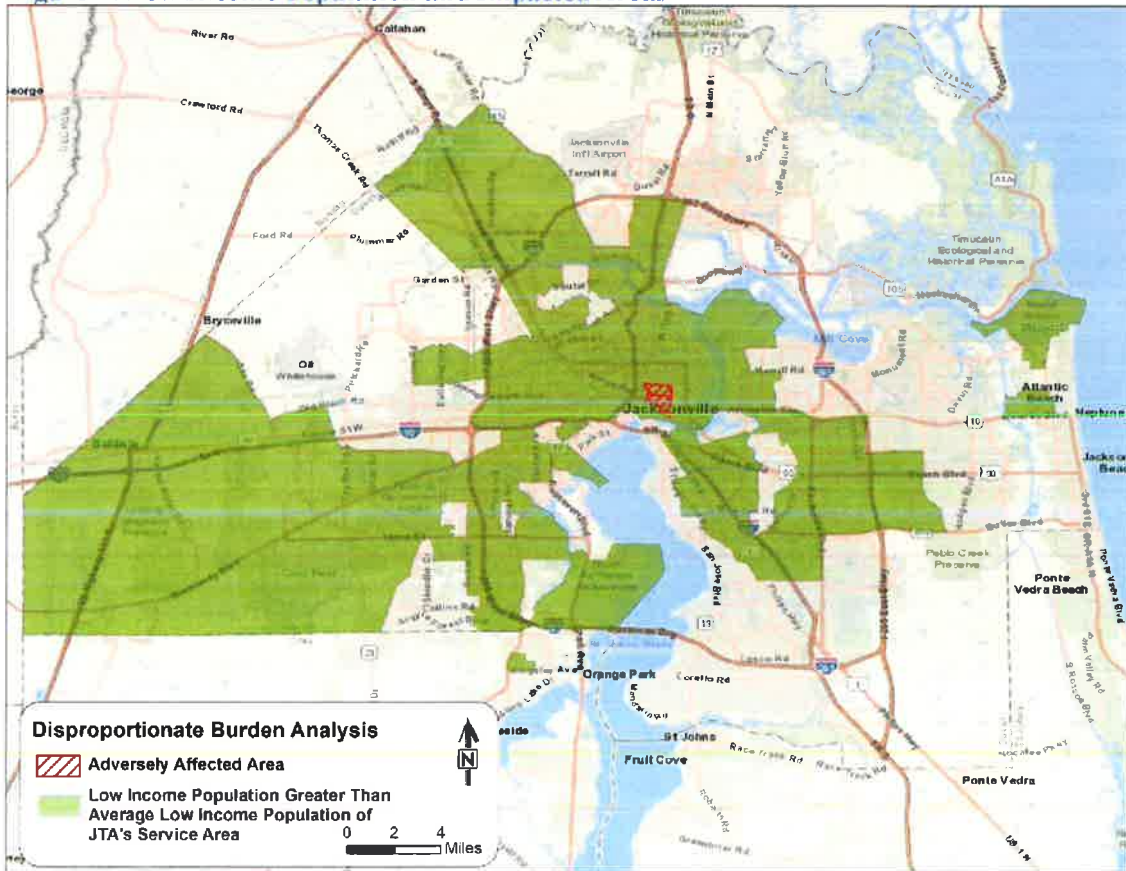


The disproportionate burden analysis determined that the low income population within the adversely affected area is 232.34% higher than the average low income population throughout the service area. It was concluded that there will be no disproportionate burden for this service change. Table 2 shows the total population for which poverty status is determined and the low income population within the adversely affected area and the service area, according to the 2012 – 2016 American Community Survey. Figure 2 shows the geographic distribution of areas with higher than average low income populations in relation to adversely affected areas.

**Table 2: Disproportionate Burden Analysis**

Area	Population for which Poverty Status is Determined	Low Income Population	Average Low Income Population	Difference in Adversely Affected Area vs. Service Area	Disproportionate Burden Threshold
<b>Service Area</b>	944,602	155,615	16.5%		
<b>Adversely Affected Area</b>	3,447	1,770	51.3%	211.69%	10%

**Figure 2: Low Income Population and Impacted Areas**



Attachment 15

Public Engagement Process for Setting Major Service Changes  
Policy



JACKSONVILLE  
TRANSPORTATION  
AUTHORITY

STANDARD OPERATING PROCEDURE

No: CR

SERVICE (ROUTE) CHANGE POLICY & PROCEDURE

EXTERNAL AFFAIRS: MARKETING & CORPORATE COMMUNICATIONS

---

Effective Date: February 18, 2021

PURPOSE:	To provide structure and guidelines related to the execution of transit service (route) change communications to stakeholders and the general public.
GENERAL:	The goal of Public Outreach & Engagement efforts of the Customer Engagement Department is to create awareness and understanding of service changes by providing timely, accurate and reliable information as it relates to JTA's transportation services. Public awareness and education via different communication channels are critical to achieving both goals.
ASSIGNMENT OF RESPONSIBILITY:	As this policy and procedure influences JTA's customer satisfaction, it shall be the responsibility of the Customer Engagement Department to periodically review procedures to ensure the needs of the Authority and our customers are being fulfilled.

## Public Meetings

Customer Engagement, in partnership with Service Planning, holds a series of public meetings to share proposed changes to transit routes, and to receive input from customers and prospective customers on potential changes. Customer Engagement assists in identifying areas of town where the meetings should be held, and secures the venues and dates. A looped voice-over PowerPoint presentation and maps of existing routes with proposed changes are shared with customers in detail to give them an opportunity to effectively understand changes and voice their opinions. Standard meeting documents consist of:

- Sign-in sheets
- Comment forms
- Title VI poster board at sign-in table
- Marketing & Communications-prepared directional street signage leading to the meeting location

Other preparations include:

- Meeting advertisement created by Customer Engagement (with graphic assistance by Marketing & Communication as needed).
- Meeting advertisement placed by Customer Engagement to run two weeks in advance of meeting in the Florida Times-Union (FTU).
- Media releases are disseminated to local news outlets, along with an advisory in a reasonable time prior to the meeting day.
- Meeting notices (i.e., flyers) are distributed to customers at JTA transit hubs, on vehicles and at key bus stops as appropriate.
- Meeting notices are provided for the meeting site, and to customer-frequented businesses and agencies in the affected areas.
- Notice is also given on the website, social media, on service vehicles and at the main and key transit hubs.

Meetings are arranged and conducted jointly by Customer Engagement and Service Planning. Meeting dates, locations and impacts are shared with JTA Public Affairs for communication with City Council members as needed.

## II. Public Hearings

If 25 percent or more of a route is altered, a public hearing is required. A public hearing is held to share the proposed changes, resulting from data/information collected during public meetings, with customers and potential customers. Location and number of hearings held depends upon the extent of the change. A public hearing requires a 30-day notification by way of advertisement in a paper of general circulation. Currently, the FTU is the only local paper that meets the requirement. Dissemination of Notice is given in the same manner as for public meetings, and may be run concurrently with related service change public meeting information. For public meetings, in addition to the standard meeting materials, Comment Cards (for requests to speak during the hearing) are provided for hearing attendees. A court reporter is secured by Customer Engagement for public hearings.

Following every public meeting and hearing, a summary is prepared outlining all steps taken to promote the meeting, attendance, and comments. A “thank you” communication is sent to the leadership of the meeting location by Customer Engagement.

### III. Route Schedule Design

When route schedules are finalized, the Service Planning department distributes the files to the graphic designer who in turn formats the schedules. Review and input on schedule content is shared by Marketing & Communications through Adobe with Service Planning, Community Outreach, Customer Service & Customer Engagement. Approvals are required from review participants.

### IV. Schedule Production

Schedules are then forwarded to the print shop. Three days are required per schedule for printing. For example, 10 approved route schedules, can take up to 30 days for printing. Small quantities of (2000-5000) are produced on yellow paper for use during the two weeks prior to the official service change. Additional schedules are in production and printed on white paper for distribution.

### V. Awareness Campaign

A minimum of two weeks prior to the start of route service changes, the Awareness Campaign begins. The Awareness Campaign consists of the following:

- Banners were placed at Rosa Parks Transit Station
- Kiosks display Service Change announcements at JRTC
- Community Outreach Coordinators staff Transit Hub to educate customers
- Rack Cards are produced announcing overall changes and instructing customers to obtain new yellow schedules for specific information; they are distributed to customers and placed on buses
- All new schedules are printed on yellow paper to distinguish them from current schedules on white paper. They are available and/or handed out at stations by Community Outreach Coordinators.
- A-frames (sandwich board) signs were placed at major stations and hubs outlining route changes.
- Public Address system announcements in English and Spanish provide notice of the upcoming service change.
- Impacted routes are assessed for additional outreach efforts and if deemed necessary, a plan is developed and executed.
- The outreach staff rides selected routes to inform customers of the changes. This is managed through Customer Engagement.
- Service change information is placed on the web by Marketing & Communications, with a link to more specific information including maps and schedules. Changes are also noted on social media; Facebook and Twitter.
- As appropriate, Customer Engagement prepares scripts for customer service “music on hold” (MOH) announcements.



## VI. Schedule Distribution

Schedule changes should be provided to the print shop in a timely manner in order for the print shop to produce necessary schedules. In the event of a delay, the print shop may require printing assistance from an outside vendor. If so, the print shop will determine the quantity of schedules it can reasonably produce to satisfy the media distribution date, and a quote is requested from one or more vendors for outside printing services.

- Two weeks prior to the effective date, yellow schedules were be placed at the front of each revised route in the schedule racks at the Rosa Parks Transit Station, other locations throughout Duval County and more recently at the JRTC.
- The schedules will remain yellow for two weeks after the effective date, and then will be completely replaced by white schedules.
- Note: If there is a reprint during this time, the effective date on the schedule will reflect the reprint.
- This entire process will be aided by the schedule consumption folder located on the S: drive, which enables the printer to be aware of the supply/demand of individual schedules, in an effort to have an increasingly efficient printing process.
- Other than the aforementioned schedules, the Route Change campaign collateral consists of the following components:
  - MOH Scripts/Recordings
  - Fixed Route Bus-Posters
  - Posters – Regency and Gateway
  - Rack Cards
  - A-Frames – Rosa Parks Transit Station
  - Electronic media and Public Address system at JRTC
  - Banners at Rosa Parks Transit Station
  - Social Media outlets – Facebook, Instagram, Twitter
  - JTA Website
  - Community Outreach Team

All of the above assignments are completed and on display for the first Monday of the route change. The Community Outreach Team is also available on a regular basis to assist customers.

## VII. Service Change Day

On the day service changes are implemented, the Outreach Team and Service Planning, if requested, are available to assist customers using the system. Depending on the extent of the changes, other Customer Engagement and JTA team members may be assigned to the field. Also, at midnight the night before the change, the new schedules are posted on the website and in the trip planner.

Appendix:

A: Provide Language Assistance

a) JTA has identified staff that speak four other languages that are willing to assist those LEP individuals needing language assistance:

1. Spanish - eight employees and one North FL TPO employee
2. Albanian - one employee
3. Greek - one employee
4. Creolo - one employee
5. Tagalog (Filipino) - three employees
6. Vietnamese - one employee
7. Romanian - one employee

**Approval Process Form**

Instructions: Once this form is completed, print and include with procedure being created or revised. All signatures must be present for the procedure to become active and added to the Procedure Manual.

Once this form is complete, attach original to the procedure and forward to the Ethics and Compliance Officer (ECO) for inclusion into the Policy Portal.

Procedure Number: CR6.1.3

Date: 3/31/14

Date of Last Revision: N/A

Procedure Description: To specify how the Jacksonville Transportation Authority (JTA) will track, file, maintain and report on all service (route) changes on behalf of JTA.

Revision Requested By: N/A Reason for Revision: N/A

Kimberly D. Morison, Marketing Director, Public Affairs

Name of Original Requestor

\_\_\_\_\_

Manager Review and Approval

\_\_\_\_\_

Vice President Review and Approval

\_\_\_\_\_

Date

\_\_\_\_\_

Date

\_\_\_\_\_

ECO Review and Approval

\_\_\_\_\_

CEO Review and Approval

\_\_\_\_\_

Date

\_\_\_\_\_

Date

Jacksonville Transportation Authority(JTA) Jacksonville, FL

TITLE VI PROGRAM DOCUMENTATION 2020 to 2022

Recipient Name: Jacksonville Transportation Authority

Recipients Vendor/ TEAM ID Number: 1085

Date Title VI Program Report Received: April 2020

Date report initially reviewed: \_\_\_\_\_

Date report final review: \_\_\_\_\_

Date Letter of Approval Issued: \_\_\_\_\_

Date TEAM entered: \_\_\_\_\_