JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

May 2025



CONTENTS

1. Introduction……...1-1 (3)
2. Baseline Conditions……2-1 (9)
3. Existing Transit and Service Evaluation……...…3-1 (137)
4. Public Involvement……..4-1 (227)
5. Situational Appraisal……...5-1 (228)
6. Goals and Objectives……..6-1 (255)
7. Service Framework: Long-Term System Concept……....7-1 (257)
8. 10-Year Transit Plan: Alternatives Development and Evaluation……8-1 (274)
9. Implementation Plan……..9-1 (325)

1. INTRODUCTION

The Jacksonville Transportation Authority (JTA) is the public transit agency that serves Duval, Clay, and Nassau counties in Florida. JTA also plays a connective role in Northeast Florida, increasingly providing transportation in the other surrounding counties, including Baker, Alachua, and St. Johns. Considering this responsibility to the region's residents, workers, and visitors and in accordance with federal and state regulations, JTA prepared this transit development plan (TDP) for the period between 2024-2034. The TDP articulates the agency's strategy for providing transit services to meet the community's expected needs over that period and envisions possible future service plans to implement that strategy.

Travel patterns are an expression of other regional dynamics, including a changing economy, residential preferences, migration, and technological advances for both transit and private vehicle fleets. Travel patterns change as these dynamics shift over time. Therefore, transportation providers of all kinds ought to re-examine their systems periodically and evolve to meet the moment. Florida transit agencies do this every five years through the TDP major update process, conducting a structured review of their service area, services, and the expected travel needs over the next ten years. The resulting TDP major update guides agencies such as JTA as they work with the communities they serve to provide the transportation solutions the people need. JTA's previous TDP major update was conducted in 2019, and the agency provides annual "minor updates" to the Florida Department of Transportation (FDOT).

This document meets FDOT requirements for transit development planning, documenting JTA's vision, mission, goals, and strategies for meeting the needs of its constituents over the next ten years. This review summarizes Duval, Clay, and Nassau counties' existing social and economic geography, land use patterns, and travel behavior, as well as a comprehensive analysis of transit operations. In addition, we examine recent JTA transportation studies across all provided modes as well as related long-range plans developed by the regional transportation planning organization (TPO) and the constituent municipalities.

JTA knows this TDP is just part of the transportation planning constellation in Northeast Florida. JTA involved the public and agencies in adjacent counties through the TDP Public Involvement Plan process (known as a PIP) and the regional Coordinated Transportation Plan process. Involvement is a significant aspect of the TDP: the specifics of the PIP are included in **Appendix A: Public Involvement Plan**.

There is an additional financial incentive to the TDP, transportation projects become eligible for specialized state funding streams when they are included in a TDP. Also, in order for a project to receive state funding, it must be included in the North Florida TPO's Long Range Transportation Plan (LRTP), the TPO's Transportation Improvement Program (TIP), or the State Transportation Improvement Program (STIP). JTA reviewed many relevant planning initiatives for regional coherence, including:

- FDOT's 2045 Florida Transportation Plan
- 2022 Florida Strategic Intermodal System Policy Plan
- FDOT Transit Asset Management Plan (2022)
- North Florida TPO 2045 Long Range Transportation Plan
- North Florida TPO Transportation Improvement Program (2023)
- North Florida TDP 2022 Annual Mobility Report
- The most recent comprehensive plans for the City of Jacksonville, Clay County, and Nassau County
- Clay County Transit Study (2023)
- Numerous studies of Nassau County conducted since 2015, including the Capital Improvement Plan (2022), Employment Center Detailed Specific Area Plans (DSAPs), and multiple corridor studies

1.1 TDP Components

The TDP process has eight components, described in brief in each of the following subsections:

- Baseline Conditions
- Existing Services & Performance Evaluation
- Public and Internal Involvement
- Situational Appraisal
- Goals and Objectives
- Service Framework: Long-Term System Concept
- 10-Year Transit Plan: Alternatives Development and Education
- Implementation Plan

This document was developed in accordance with state laws and regulations governing Transit Development Plans (Florida Administrative Code 14-73.001) as amended in 2024, and contains the following major components.

1.1.1 Baseline Conditions

The Baseline Conditions include a review of Duval, Clay, and Nassau Counties to identify trends in population, employment, and socioeconomic variables, as well as spatial analyses of population and employment densities and their relation to transit propensity, analyses of current and future land use scenarios, including with respect to employment and activity centers, and an analysis of travel patterns.

1.1.2 Existing Services and Performance Evaluation

The Existing System Profile presents an overview of the entire JTA transit system, including fixed-route, paratransit, and microtransit services. This review also presents an overview of capital and infrastructure projects, both customer-facing and internal to JTA, and a summary of other transportation providers in the region. The Performance Evaluation included a trend analysis and comparisons to peers' fixed-route, demand-response, ferry, and skyway services. Additionally, an analysis of the farebox recovery ratio, and potential strategies to improve it, was conducted.

1.1.3 Public and Internal Involvement

The Public and Internal Involvement section discusses the PIP in-depth, reviewing findings from surveys and public meetings conducted over three phases of outreach. It also discusses the process by which JTA employees were engaged in the development of the TDP via weekly phone calls and several days of workshops.

1.1.4 Situational Appraisal

The Situational Appraisal underscores the significance of the findings from the preceding sections, looking at regional coordination, socioeconomic trends, community feedback, organizational issues, land use plans and policies, technology, and mode-level summary and trends.

The Regional Coordination appraisal analyzes some of the state and regional plans referenced earlier in this Introduction, including the FTP, the SIS Policy Plan, and the North Florida LRTP. It also analyzes some of JTA's own plans and policies, including the previous TDP (2019), on-board surveys, and the Mobility Optimization through Vision and Excellence 2023-2027 (MOVE2027) plan. This section focuses on the synergies between JTA's initiatives and the longer-term state and regional visions for mobility.

The Socioeconomic Trends appraisal analyzes transit propensity in Duval, Clay, and Nassau Counties relative to the state of Florida with respect to the counties' trends in median age, employment status, and car ownership.

The Community Feedback appraisal reviews the input given by members of the public in outreach sessions and comment periods. This appraisal remains ongoing as JTA conducts additional outreach.

The Organizational Issues appraisal reviews the management structure and recent strategic initiatives of JTA.

The Land Use Plans and Policies appraisal continues the analysis of the other regional and municipal plans referenced earlier in this Introduction. This section focuses on the synergies between JTA's initiatives and local plans for land use and transit-oriented development. New for this TDP is the Land Use and Corridor Development Assessment, developed in response to new requirements under the TDP rule.

The Technology appraisal analyzes the technologies and software in use for internal and external JTA operations, including safety and security, customer- and employee-facing apps, and transformative mobility solutions. There is considerable attention given to ITS and automated vehicles, as well as technological improvements that will unlock microtransit utilization in the region.

1.1.5 Goals and Objectives

The Goals and Objectives section assesses JTA's public transportation services and how these services are developed and implemented by reviewing the agency's existing mission, vision, core values, and goals. Goals and objectives for this TDP were developed through a harmonizing process involving workshops with JTA staff as well as public outreach.

1.1.6 Service Framework: Long-Term System Concept

The Service Framework section lays out the process by which JTA developed it service planning principles and recommendations. It then describes the major concepts JTA's recommendations presented in the next chapter.

1.1.7 10-Year Transit Plan: Alternatives Development and Evaluation

The 10-Year Transit Plan summarizes the 10-year TDP recommendations, with maps containing recommended service types and frequencies and tables listing proposed services and their characteristics. This includes evaluations of the results of the Transit Boardings Estimation and Simulation Tool (TBEST), with reference to critical indicators liked revenue hours, revenue miles, costs, and ridership. This section also describes how JTA plans to prioritize the recommendations over time, which in turn feeds the financial plan described in the next chapter. The route recommendations are also summarized in **Appendix J: Route Recommendation Profiles**.

1.1.8 Implementation Plan

The Implementation Plan is comprised of three parts: the Phasing Plan, the Financial Analysis and Plan, and the Action Plan. The Phasing Plan articulates additional nuts-and-bolts principles for phasing implementation. The Financial Analysis and Plan reviews assumptions and operating and capital costs and revenues, as well as the unmet financial needs of the plan. The Action Plan details the steps JTA will need to take in order to implement these service changes.

1.2 Statutory/Legislative Requirements and TDP Checklist

Agencies that wish to receive public transit grant funds administered by FDOT must adopt a major update to their TDP once every five years and a minor update every year. Similarly, FDOT and North Florida TPO are required to consult the JTP TDP in the development of their Five-Year Work Program and TIP, respectively.

The list of elements that must specifically be addressed within the TDP document is dictated by the Florida Administrative Code (F.A.C.) *14-73.001*. These requirements and TDP practices recommended by FDOT are shown in **Table 1-1** along with their locations in the document.

Table 1-1: Transit Development Plan Requirements and Recommended Practice Checklist

TDP Component	Location in TDP
Baseline Conditions Assessment	**Chapter 2: Baseline Conditions**
Demographic	2.2. Population & Employment Profile 2.3. Transit Access
Socioeconomic	2.4 Demographic and Employment Spatial Analyses
Land Use	2.5 Land Use and Growth Characteristics
Growth	2.5 Land Use and Growth Characteristics
Travel/Mobility	2.4 Demographic and Employment Spatial Analyses 2.5 Land Use and Growth Characteristics
Existing Services & Performance Evaluation	**Chapter 3: Existing Services & Performance Evaluation**
Existing System Profile	3.2 Duval County Existing System Profile 3.3 Clay County Existing System Profile 3.4 Nassau County Existing System Profile Appendix E. Comprehensive Operational Analysis Appendix F. Route Profiles
Trend Analysis	3.5 System Performance Evaluation
Peer Review Analysis	3.5 System Performance Evaluation
Farebox Report	3.6 Farebox Report
Public Involvement	**Chapter 4: Public and Internal Involvement**
Approved TDP Public Involvement Plan	4.2 Public Involvement Plan Appendix A. Public Involvement Plan

TDP Component	Location in TDP
Opportunities for public involvement outlined in PIP	Chapter 4: Public and Internal Involvement Appendix A. Public Involvement Plan
Solicit comments from regional workforce boards	Chapter 4: Public and Internal Involvement
Advise FDOT, regional workforce board, MPO of public meetings	Chapter 4: Public and Internal Involvement
Provide review opportunities to FDOT, regional workforce board, MPO	Chapter 4: Public and Internal Involvement
Situation Appraisal	**Chapter 2: Baseline Conditions** **Chapter 5: Situational Appraisal**
Plans and Policy	5.2 Transportation Plans and Policies
Socioeconomic Trends	2.2 Population & Employment Profile 2.4 Demographic and Employment Spatial Analyses 5.3 Socioeconomic Trends
Land Use	2.5 Land Use and Growth Characteristics 5.4 Land Use 5.7 Transit-Friendly Land Use and Urban Design Efforts
Organizational Issues	5.5 Organizational Issues
Technology/Innovation	5.6 Technology and Innovation
Transit Friendly Land Use and Urban Design Efforts	5.7 Transit-Friendly Land Use and Urban Design Efforts
10-year Transit Ridership Projections	5.8 10-Year Ridership Projections Chapter 8: 10-Year Transit Plan Appendix G: Transit Demand Estimation with TBEST
Goals and Objectives	**Chapter 6: Goals and Objectives**
Agency's Mission & Vision	6.1 Vision Statement 6.2 Mission Statement
Agency's Goals and Objectives	6.4 Goals and Objectives
Tracking and Monitoring	6.5 Tracking and Monitoring

TDP Component	Location in TDP
Transit Demand Assessment	**Chapter 2: Baseline Conditions** **Chapter 8: 10-Year Transit Plan**
Traditional Markets	2.4 Demographic and Employment Spatial Analyses
Discretionary Markets	2.4 Demographic and Employment Spatial Analyses
Travel Markets	2.5 Land Use and Growth Characteristics
Ridership Projections	Chapter 8 10-Year Transit Plan Appendix G Transit Demand Estimation with TBEST
Transit Needs Development and Evaluation	**Chapter 7: Service Framework: Long-Term System Concept**
10-Year TDP Alternatives	Chapter 7 Service Framework: Long-Term System Concept Chapter 8 10-Year Transit Plan
Public Outreach/Feedback	Recommendations Development Process
Alternatives Evaluation	Chapter 8 10-Year Transit Plan Appendix J Recommendation Route Profiles
10-Year Transit Plan: Alternative Courses of Action	**Chapter 8 10-Year Transit Plan** **Chapter 9 Implementation Plan**
TDP Alternatives	Chapter 8 10-Year Transit Plan 9.2 Phasing Plan
Financial Plan	9.3 Financial Plan
Implementation Plan	Appendix K. Financial and Implementation Plan
List of Unfunded Needs	Appendix K. Financial and Implementation Plan
Performance Monitoring	9.4 Action Plan
Plan Implementation and Coordination	**Chapter 5: Situational Appraisal** **Chapter 6: Goals and Objectives**
Consistency with State and Local plans, regional transportation goals and objectives, and FDOT Work Program	Chapter 6: Goals and Objectives 5.1 Transportation Plans and Policies 5.6 Transit-Friendly Land Use and Urban Design Efforts

2. BASELINE CONDITIONS

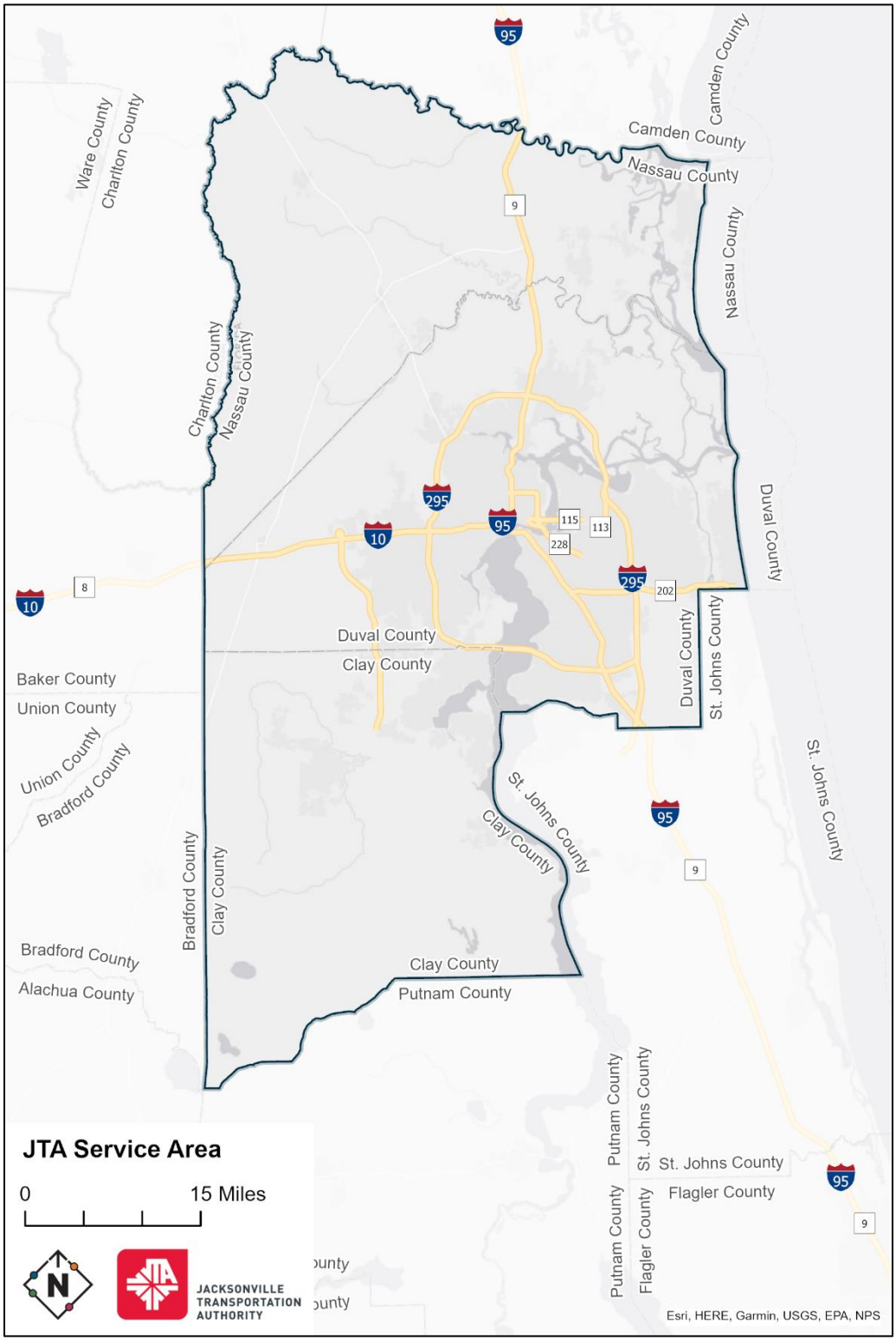
2.1. Overview of Study Area

JTA is an independent state agency responsible for providing public transit service to all of Duval, Clay, and Nassau counties in Florida. As of 2024, JTA also provides paratransit and bus transit services for Clay County and express services that connect Jacksonville with hubs in Baker, Clay, Nassau, Alachua, and St. Johns counties. In the coming years, JTA and its partners in these counties are considering how to further integrate their communities through public transportation. The study area for this Transit Development Plan focuses on Duval, Clay, and Nassau Counties, but remains sensitive to regional conditions.

Due to the consolidation of the City of Jacksonville with Duval County (October 1, 1968), the geographical areas of the County and the City coincide. Duval County is bordered by Nassau County to the north, Clay County and St. Johns County to the south, Baker County to the west, and the Atlantic Ocean to the east. Clay County lies south and west of Duval County. It is bordered by Duval County to the north, Baker and Bradford Counties to the west and Putnam County to the south. The St. Johns River divides the City of Jacksonville into two parts and separates Clay County and St. Johns County. The seven bridges across the St. Johns River in Jacksonville create bottlenecks in the City and have an impact on traffic congestion throughout the greater metropolitan area. It is important that transit service adequately traverses both sides of the St. Johns River and extends to other parts of the region. Nassau County is bordered by Duval County to the south, by Baker County to the southwest, by Camden County, Georgia to the north, by Charlton County, Georgia to the west, and by the Atlantic Ocean to the east.

The Baseline Conditions chapter reviews the socioeconomic, land use, and travel conditions for Duval, Clay, and Nassau Counties. The analysis examines recent trends in the demographic characteristics of the two counties, with special emphasis given to the populations with a higher propensity to use transit, such as low-income persons, youth and elderly, and those without access to an automobile. A demographic and spatial analysis identifies the locations where transit is most likely to be successful. This demographic analysis is complimented by a forward-looking examination of changes to land use and a consideration of travel flows in the region. The findings of this Baseline Conditions assessment are complimented by the evaluation of transit services in **Chapter 3: Existing Services & Performance Evaluation** and further analysis of conditions affecting JTA's ability to effectively provide transit services in **Chapter 5: Situational Appraisal**.

Figure 2-1: JTA TDP Study Area



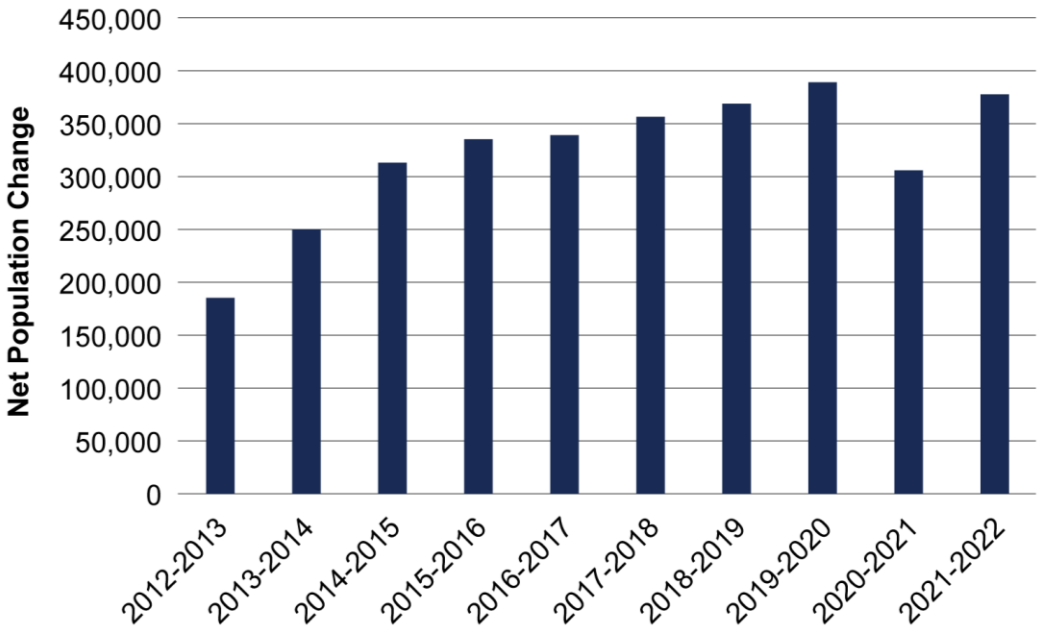
2.2. Population and Employment Profile

Transit riders are a diverse range of individuals of various backgrounds, physical abilities, ages, socioeconomic statuses, races, and ethnicities. It is essential for transit agencies to understand the demographics of their service areas to effectively cater to the needs of their riders. This involves identifying and addressing the needs of historically underserved populations, such as racial and ethnic minorities, older adults, younger demographics, and individuals from diverse income levels.

Analyzing demographic data as above helps pinpoint areas with higher concentrations of transit-oriented populations, aiding transit agencies in enhancing service quality and accessibility. Additionally, this demographic analysis is vital for ensuring compliance with Title VI of the Civil Rights Act of 1964 and Executive Order 12898, which mandate equitable access to transit services without discrimination based on community demographics.

Projections for population growth are key data points that transportation agencies use to develop changes to service. Growth projections indicate where new or additional transit services may be needed. **Figure 2-2** visualizes annual population changes in Florida from 2012 to 2022. According to the Bureau of Economic and Business Research (BEBR) at the University of Florida, Florida's population increased by an average of 17 percent per year between 2010-2016. This is a much larger rate than in the years since: statewide population has grown by less than 10 percent per year since 2016. In general, the population continues to grow statewide, though there has been some leveling off in the last five years. Economic trends, including those from the COVID-19 pandemic, make projections uncertain, but growth is still forecasted.

Figure 2-2: Annual Population Change, Florida, 2012-2022

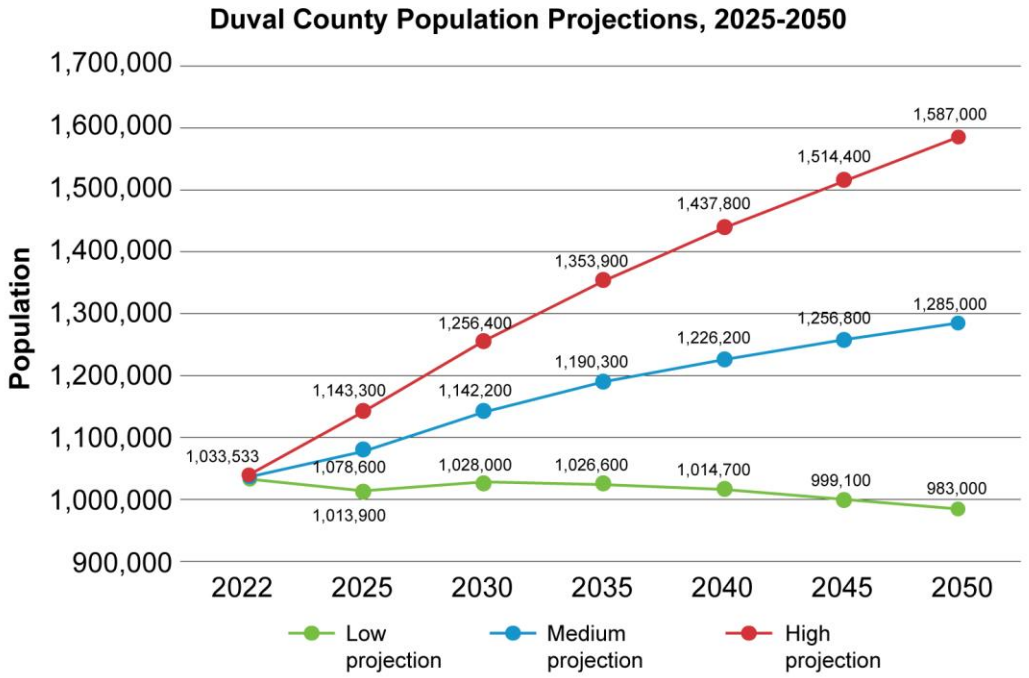


Source: Bureau of Economics and Business Research, Special Population Reports, Number 11 (2021), Florida Estimates of Population (2022)

2.2.1. Population Trends

As of 2022, the BEBR estimates that the population of Duval County is 1,033,533 people, the population of Clay County is 225,553 people, and the population of Nassau County is 95,100 people. Population growth projections are critical for transportation planning, as they provide insight into the supply of public transit services that may be required in the future. **Figure 2-3** shows population projections for Duval County from 2025 to 2050, starting with 2022 as the baseline year.

Figure 2-3: Service Area Population Projections - 2022-2050 - Duval County



Source: Bureau of Economics and Business Research, Projections of Florida Population by County, 2025-2050, with Estimates for 2022 (2023)

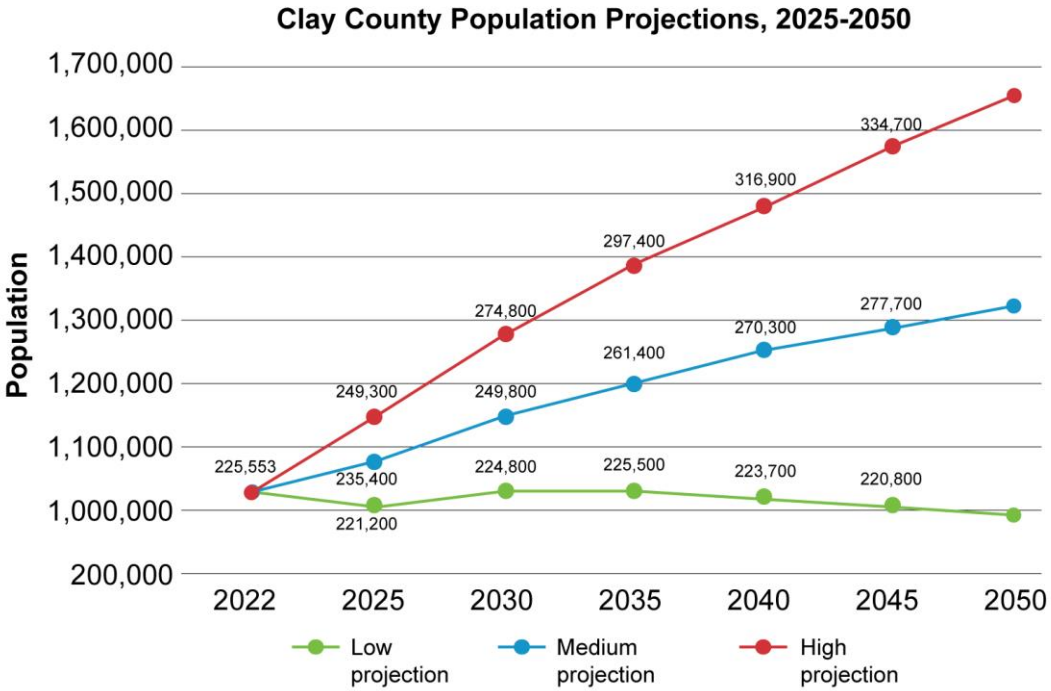
Three projections are included to account for low population growth, medium population growth, and high population growth. Population growth projections for Duval County, Clay County, and Nassau County range from slight decreases of a few thousand people to significant increases of over one hundred thousand people. In the low projection, Duval County's population is estimated to decrease by five percent. However, the medium and high projections estimate growth by 24 percent and 54 percent, respectively. **Table 2-1** displays each projection's population growth estimates for Duval County, as well as the estimated percent change in population from the baseline year to 2050.

Table 2-1: Service Area Population Projections - Duval County

Projection	Population (in millions)							Percent Change (2022-2050)
	2022	2025	2030	2035	2040	2045	2050	
Low Projection	1.03	1. 01	1.03	1.03	1.01	1.00	0.98	**-5%**
Medium Projection	1.03	1.08	1.14	1.19	1.23	1.26	1.29	**+24%**
High Projection	1.03	1.14	1.26	1.35	1.44	1.51	1.59	**+54%**

Figure 2-4 charts these same population projections for Clay County, while **Table 2-2** shows the projections and percent change in population. Clay County is projected to experience similar population growth to Duval County by percentage changes. In its low growth scenario, Clay County is projected to lose three percent of its population, but its medium growth and high growth scenarios estimate increases of 26 percent and 56 percent, respectively. Medium growth and high growth scenarios will require significant investment in public transit infrastructure and services to accommodate the higher count of people living in the JTA service area.

Figure 2-4: Service Area Population Projections, 2020-2050 – Clay County



Source: Bureau of Economics and Business Research, Projections of Florida Population by County, 2022, 2023, 2025-2050 (2023)

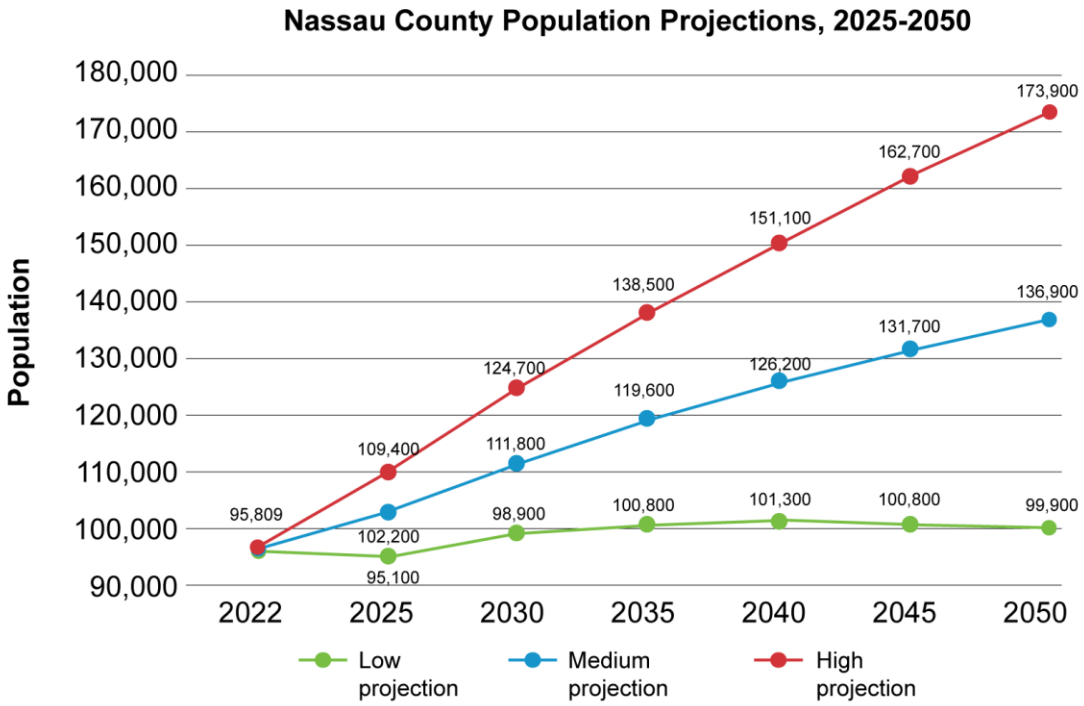
Table 2-2: Service Area Population Projections – Clay County

Projection	Population							Percent Change (2022-2050)
	2022	2025	2030	2035	2040	2045	2050	
Low Projection	225,553	221,200	224,800	225,500	223,700	220,800	217,800	**-3%**
Medium Projection	225,553	235,400	249,800	261,400	270,300	277,700	284,700	**+26%**
High Projection	225,553	249,500	274,800	297,400	316,900	334,700	351,600	**+56%**

Figure 2-5 visualizes projections for Nassau County's population, while **Source:** Bureau of Economics and Business Research, Projections of Florida Population by County, 2022, 2023, 2025-2050 (2023)

Table 2-3 displays this data in a table and includes the projected percentage change. Under the low population growth scenario, Nassau County's population would grow marginally, peaking at 101,300 people in 2040 before decreasing to 99,900 people by 2050. Net population growth under this scenario would total just over 4,000 people, equaling a four percent growth rate. Both the medium and high projections show significant growth in Nassau County, with each scenario showing population increases each year through 2050. The medium growth scenario shows population increases that range from about 5,000 to over 9,000 people, with the county population totaling 136,900 people by 2050. Under this scenario, the net population increase would total almost 41,000 people from 2022 to 2050, which equates to a 27 percent growth in population. The highest growth scenario projects the largest increases in population, with the 2050 county population projected to be 173,900 people. Under this scenario, Nassau County's population would increase by nearly 80,000 people, equaling an 82 percent growth in population.

Figure 2-5: Service Area Population Projections, 2025-2050 - Nassau County



Source: Bureau of Economics and Business Research, Projections of Florida Population by County, 2022, 2023, 2025-2050 (2023)

Table 2-3: Service Area Population Projections - Nassau County

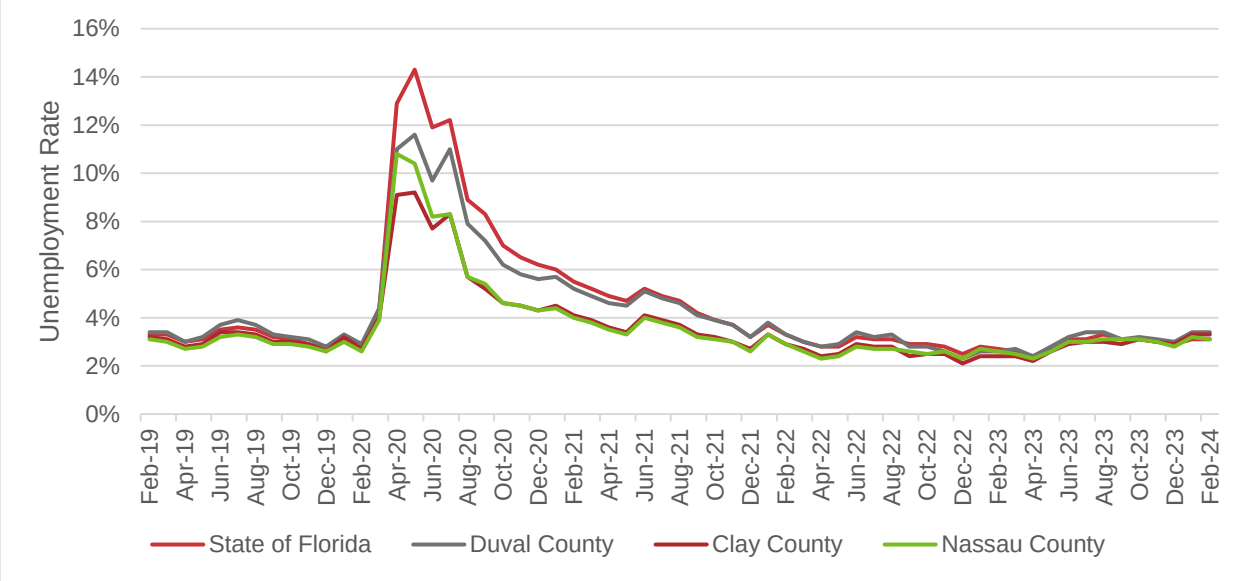
Projection	Population							Percent Change (2022-2050)
	2022	2025	2030	2035	2040	2045	2050	
Low Projection	95,809	95,100	98,900	100,800	101,300	100,800	99,900	**+4%**
Medium Projection	95,809	102,200	111,800	119,600	126,200	131,700	136,900	**+27%**
High Projection	95,809	109,400	124,700	138,500	151,100	162,700	173,900	**+82%**

2.2.2. Employment Trends

People use transportation to accomplish other tasks, both commercial and personal. Understanding the distribution of jobs and other activity centers, such as grocery stores, schools, and medical facilities helps JTA assess the impact of changes to existing service as well as identify where future service may be to the community's greatest benefit.

Figure 2-6 shows the unemployment rate for the JTA service area from 2019 to 2024. During this period, unemployment rates in Duval County, Clay County, and Nassau County generally mimicked the statewide trends. Unemployment spiked in the spring of 2020 due to the Covid-19 pandemic. Unemployment rates gradually declined over the next several years, with unemployment rates dropping below their pre-pandemic levels in the spring of 2022.

Figure 2-6: Service Area Unemployment Rate, 2019-2024



Source: U.S. Bureau of Labor Statistics, retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org

Table 2-4 shows the rate of unemployment and labor force participation in Duval County, Clay County, Nassau County, and the state of Florida from 2020 to 2024. Unemployment rates increased significantly from 2020 to 2021 due to the Covid-19 pandemic. However, unemployment rates decreased from 2021 to 2023, returning to their pre-pandemic levels. Unemployment rates have increased slightly both statewide and in the JTA service area as of February 2024.

Table 2-4: Unemployment and Labor Force Participation (Service Area vs. State of Florida)

Geography	Metric	Feb-20	Feb-21	Feb-22	Feb-23	Feb-24
State of Florida	Unemployed Persons	281,119	552,943	345,706	293,635	348,220
	Civilian Labor Force (Employed and Unemployed Persons)	10,386,330	10,135,285	10,564,586	10,856,781	11,076,701
	Unemployment Rate	2.7%	5.5%	3.3%	2.7%	3.1%
Duval County	Unemployed Persons	14,008	25,198	16,748	13,738	17,867
	Civilian Labor	483,697	484,294	501,895	525,425	521,817

	Force (Employed and Unemployed Persons)					
	Unemployment Rate	2.9%	5.2%	3.3%	2.6%	3.4%
Clay County	Unemployed Persons	2,880	4,318	3,245	2,814	3,759
	Civilian Labor Force (Employed and Unemployed Persons)	106,864	106,117	110,807	116,256	115,513
	Unemployment Rate	2.7%	4.1%	2.9%	2.4%	3.3%
Nassau County	Unemployed Persons	1,077	1,685	1,252	1,180	1,432
	Civilian Labor Force (Employed and Unemployed Persons)	42,194	41,905	43,578	44,677	45,647
	Unemployment Rate	2.6%	4.0%	2.9%	2.6%	3.1%

Source: U.S. Bureau of Labor Statistics, retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/

2.2.3. Socioeconomic Trends by Variable

Population Below 150 Percent of the Poverty Line

Poverty is an important variable when determining transit propensity. Automobiles are expensive to own and operate, and these costs represent a larger relative share of a low-income household's expenses. Low-income households, defined as households with an income below the federal poverty level, tend to be more reliant on transit and may have jobs that require commuting outside the typical, white-collar morning and evening hours.

In Duval County, the higher concentrations of the population below the poverty line are located closer to Downtown Jacksonville. Areas at the periphery of Duval County have a lower density of low-income households. **Figure 2-7** maps the density of the population below the poverty line in Duval County.

In Clay County, the highest density of the population below the poverty line is in the northeastern part of the county, Keystone Heights, and Green Cove Springs. **Figure 2-8** shows the density of this demographic in Clay County.

Figure 2-9 displays Nassau County's population below the poverty line. Just under 10 percent of Nassau County's population lives below the poverty line. This demographic is largely concentrated in Yulee and the Fernandina Beach/Amelia Island area.

Zero-Vehicle Households

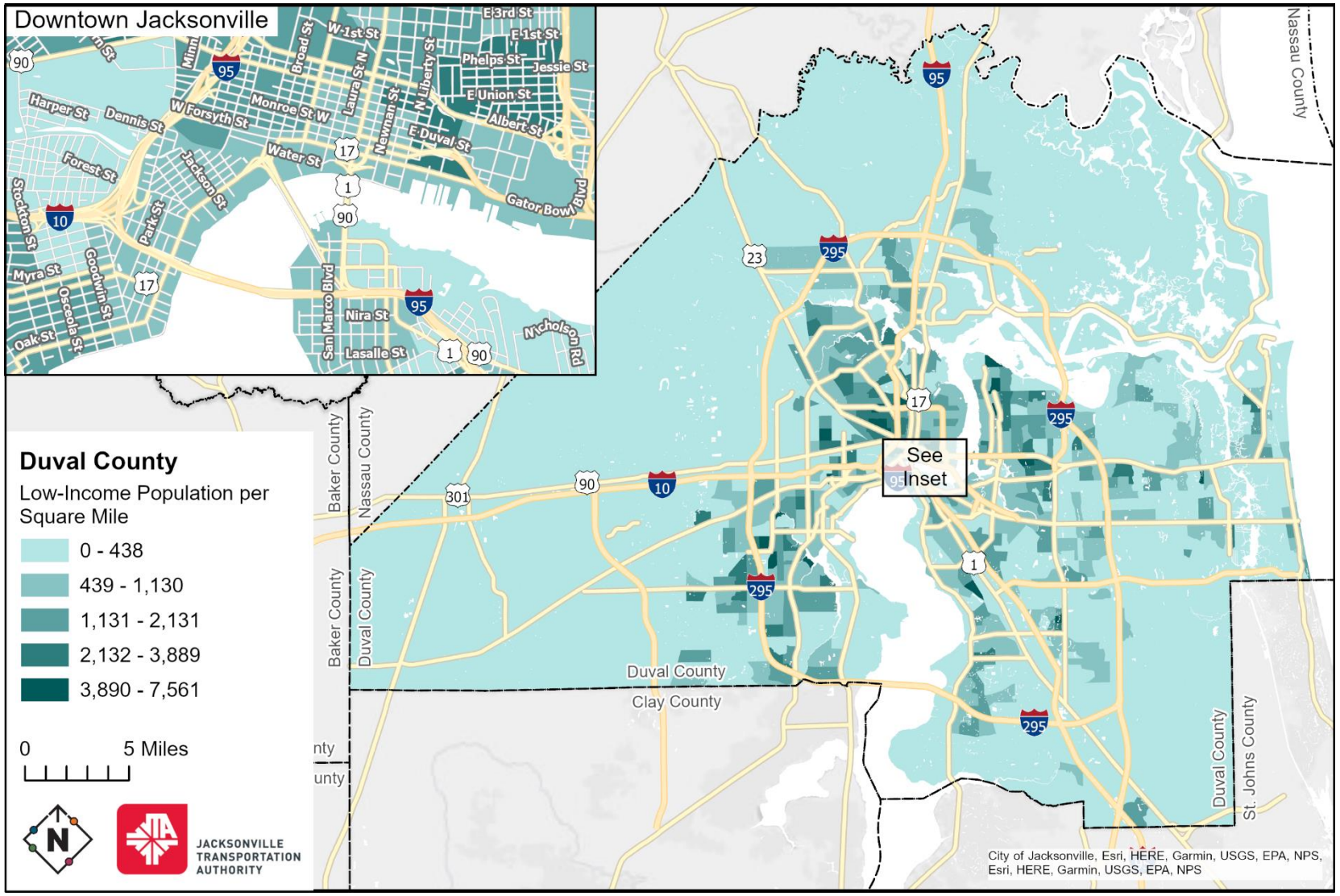
In Duval County, the share of households without a vehicle is higher in the denser neighborhoods of Downtown Jacksonville, as well as southwest Duval County between Maxville and Chimney Lakes,

northwest Duval County near the Cary Wildlife Management Area, and the Beach Haven neighborhood. **Figure 2-10** shows the percent of households without a vehicle in Duval County.

In Clay County, the percent of households without a car is highest in the northeast part of the county near Bellair-Meadowbrook Terrace, Orange Park, and Lakeside, as well as Penney Farms, and Clay Hill. **Figure 2-11** maps this demographic in Clay County.

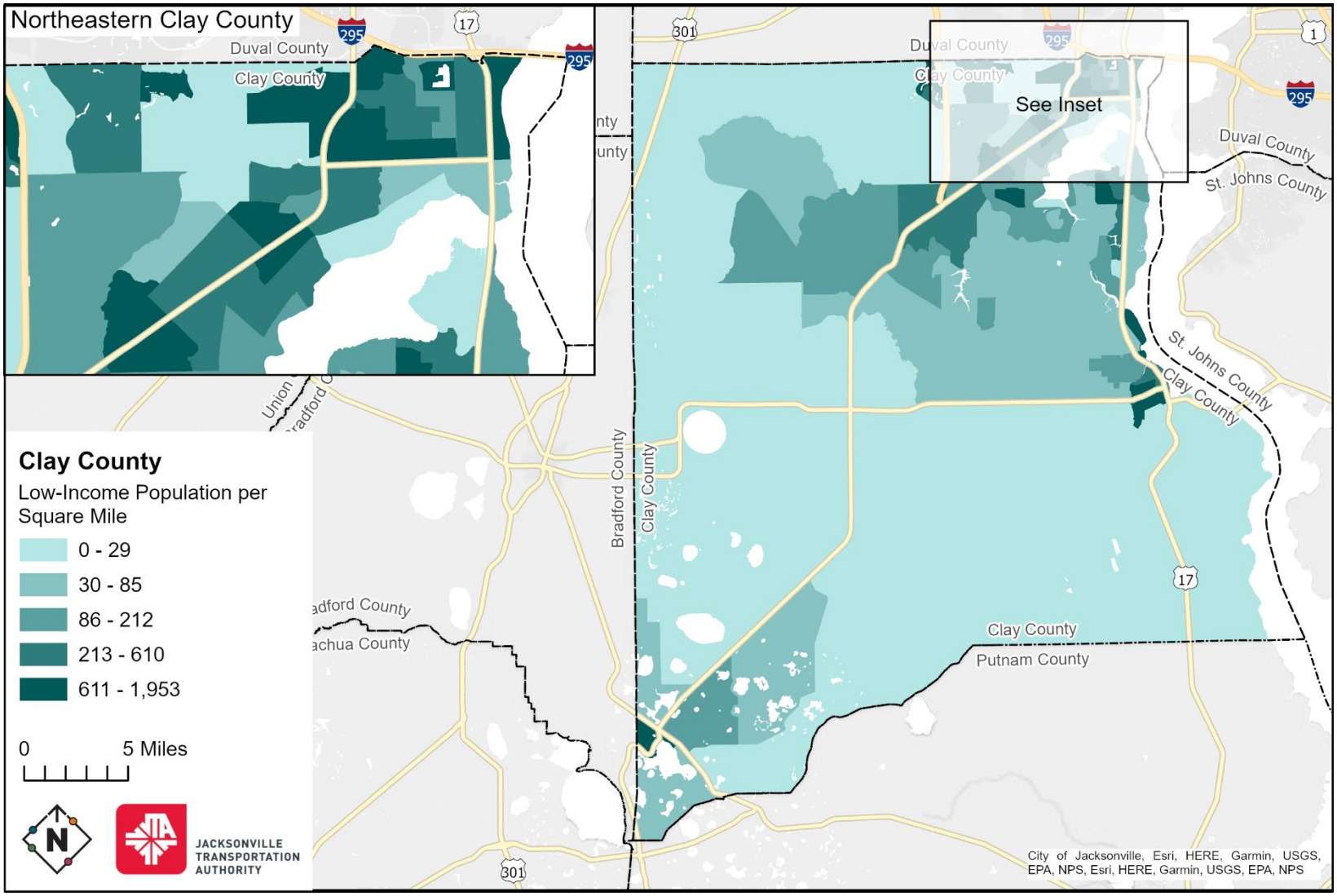
About three percent of households in Nassau County have no access to vehicles, which is consistent with its dispersed land use pattern. Areas with a higher concentration of households without a vehicle include Fernandina Beach, Amelia Island, Yulee, and more rural areas in central and southwest Nassau County. **Figure 2-12** shows zero vehicle households in Nassau County.

Figure 2-7: Low Income Population Density – Duval County



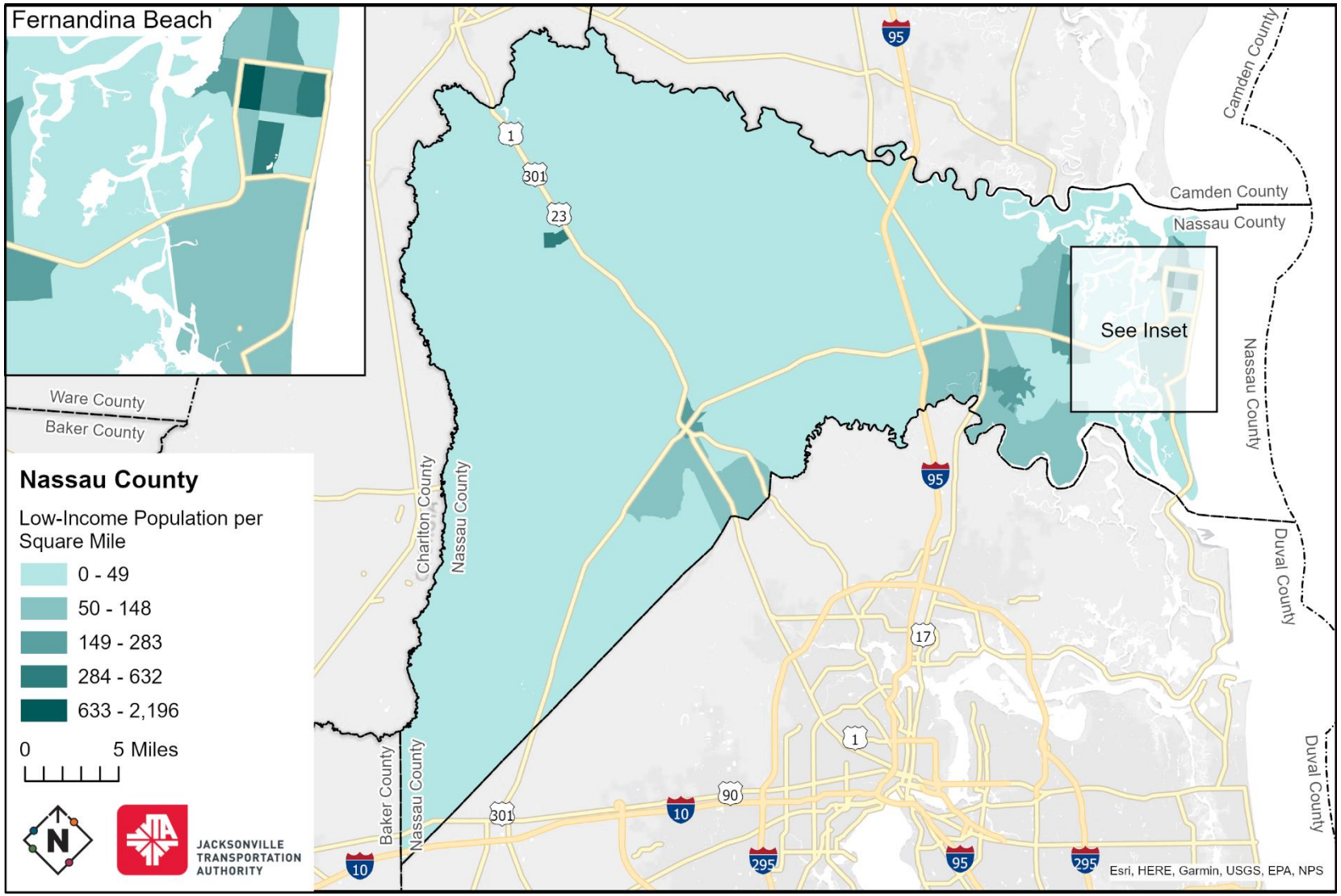
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-8: Low Income Population Density – Clay County



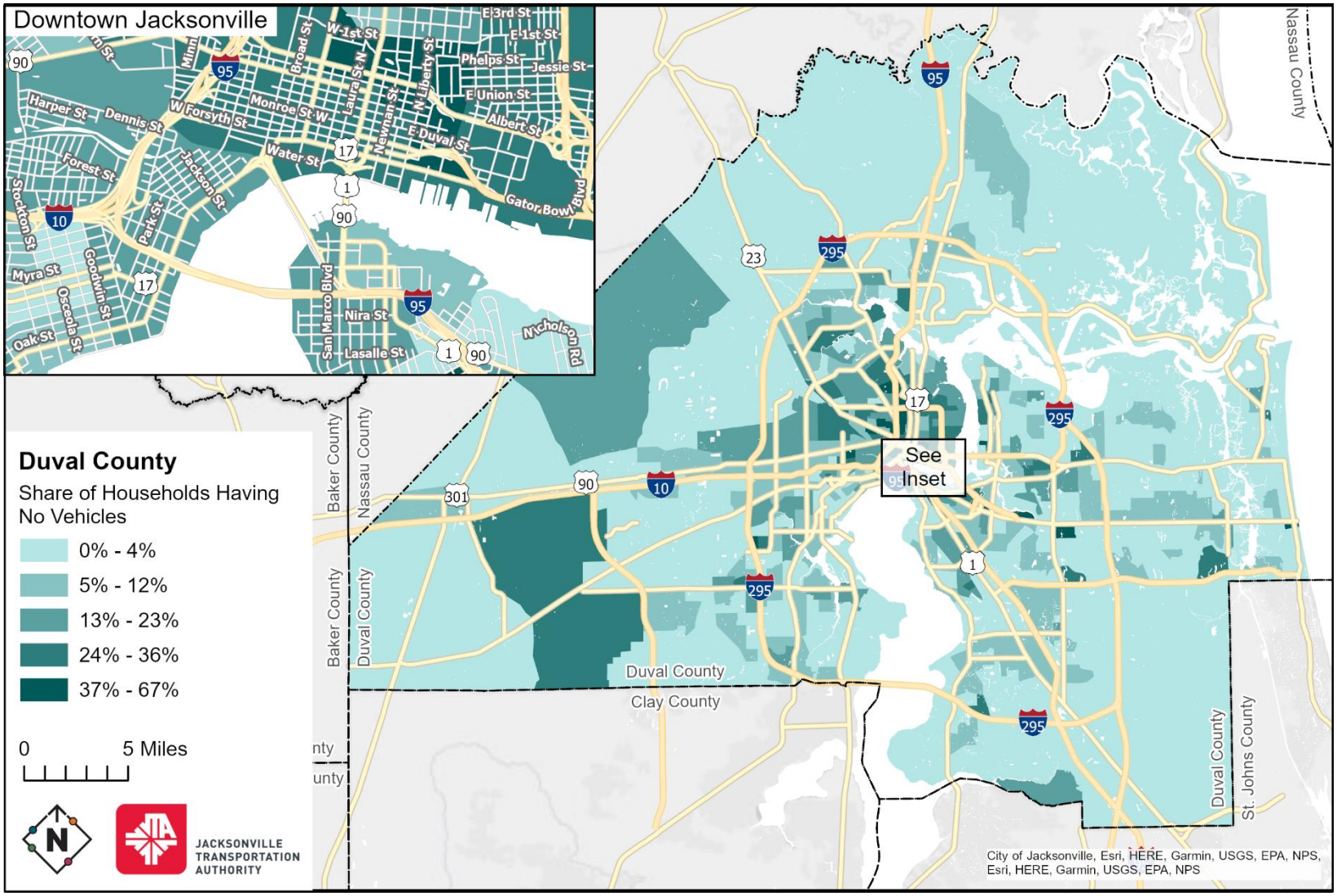
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-9: Low-Income Population Density - Nassau County



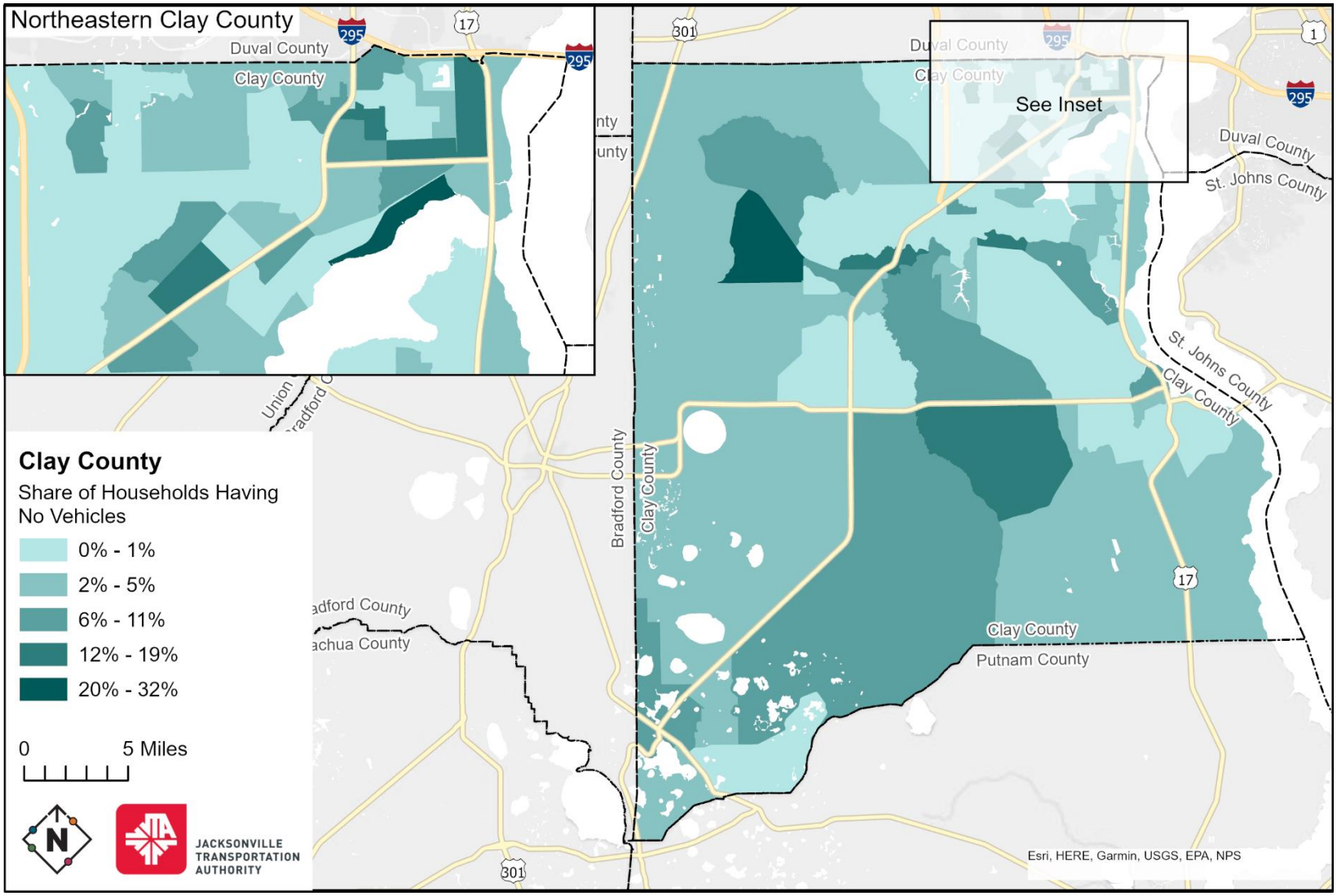
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-10: Share of Households Having No Vehicles – Duval County



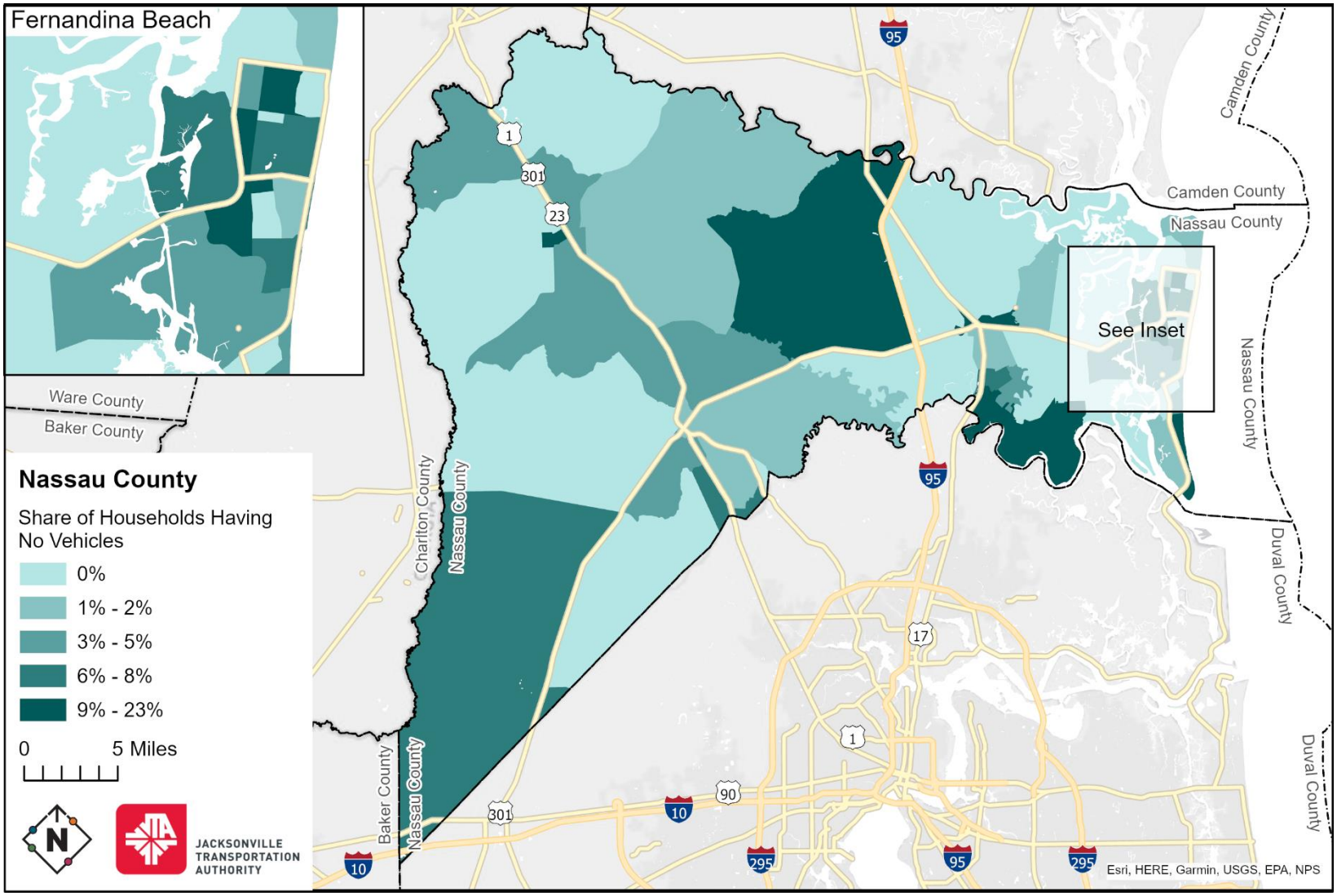
Source: 2022 American Community Survey (ACS) 5-year Estimate

Figure 2-11: Share of Households Having No Vehicles – Clay County



Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-12: Share of Households Having No Vehicles - Nassau County



Source: 2022 American Community Survey (ACS) 5-year Estimates

Age

The age distribution in the county is important to predict the transit use because certain groups, such as older adults and young people, are less likely to have access to a personal vehicle and/or may not be able to drive for physical or legal reasons, making public transit their main way of getting from place to place. As seen in these tables, the JTA service area has a fairly even age distribution. The data is organized into five-year age categories, with most categories up to age 65 containing between a 5% and 7% share of the total population, with the age brackets over 65 having lower shares. **Table 2-5** shows the age distribution for Duval County's population in 2017 and 2022.

Table 2-5: Age Distribution 2017 and 2022

	Age	Duval County		Clay County		Nassau County		Service Area Total	
		Persons	% Total Pop.	Persons	%Total Pop.	Persons	% Total Pop.	Persons	% Total Pop.
More Dependent on Transit	Under 5 years	64,308	5.3%	11,549	6.5%	4,415	4.8%	75,857	6.2%
	5 to 9 years	60,455	6.2%	13,570	6.1%	5,279	5.8%	74,025	6.1%
	10 to 14 years	63,224	7.1%	15,608	6.3%	5,087	5.6%	78,832	6.5%
	15 to 19 years	59,126	6.7%	14,684	5.9%	4,625	5.1%	73,810	6.1%
	20 to 24 years	65,404	5.7%	12,439	6.6%	4,293	4.7%	77,843	6.4%
	25 to 29 years	80,204	5.8%	12,837	8.1%	4,779	5.2%	93,041	7.7%
	30 to 34 years	80,328	6.4%	13,958	8.1%	5,233	5.7%	94,286	7.8%
	35 to 39 years	68,698	7.0%	15,444	6.9%	5,288	5.8%	84,142	6.9%
	40 to 44 years	61,659	6.3%	13,737	6.2%	5,390	5.9%	75,396	6.2%
	45 to 49 years	58,592	6.5%	14,280	5.9%	5,481	6.0%	72,872	6.0%
	50 to 54 years	61,084	6.8%	14,854	6.1%	6,485	7.1%	75,938	6.2%
	55 to 59 years	65,290	7.1%	15,529	6.6%	7,447	8.1%	80,819	6.6%
	60 to 64 years	60,662	6.8%	14,862	6.1%	6,695	7.3%	75,524	6.2%
More Dependent on Transit	65 to 69 years	51,456	5.7%	12,426	5.2%	6,328	6.9%	63,882	5.3%
	70 to 74 years	37,816	4.6%	10,109	3.8%	6,344	6.9%	47,925	3.9%
	75 to 79 years	24,984	2.9%	6,387	2.5%	4,309	4.7%	31,371	2.6%
	80 to 84 years	15,868	1.7%	3,676	1.6%	2,420	2.6%	19,544	1.6%
	85 years and over	16,550	1.7%	3,701	1.7%	1,640	1.8%	20,251	1.7%

Source: 2017 American Community Survey (ACS) 5-year Estimates, 2022 American Community Survey (ACS) 5-year Estimates

The density of the population under age 18 is spread throughout Duval County with lower densities in downtown Jacksonville, and moderate to high density in the outlying areas of the county, like Maxville and Forest Trails, as well as neighborhoods in Jacksonville like Windy Hill. **Figure 2-13** maps Duval County's density of the population under age 18.

Similar to Duval County, Clay County's density of the under age 18 population is also dispersed with some higher concentrations in northeast Clay County, such as Oakleaf Plantation, Bellair-Meadowbrook Terrace, and Keystone Heights. **Figure 2-14** shows Clay County's population under age 18 density.

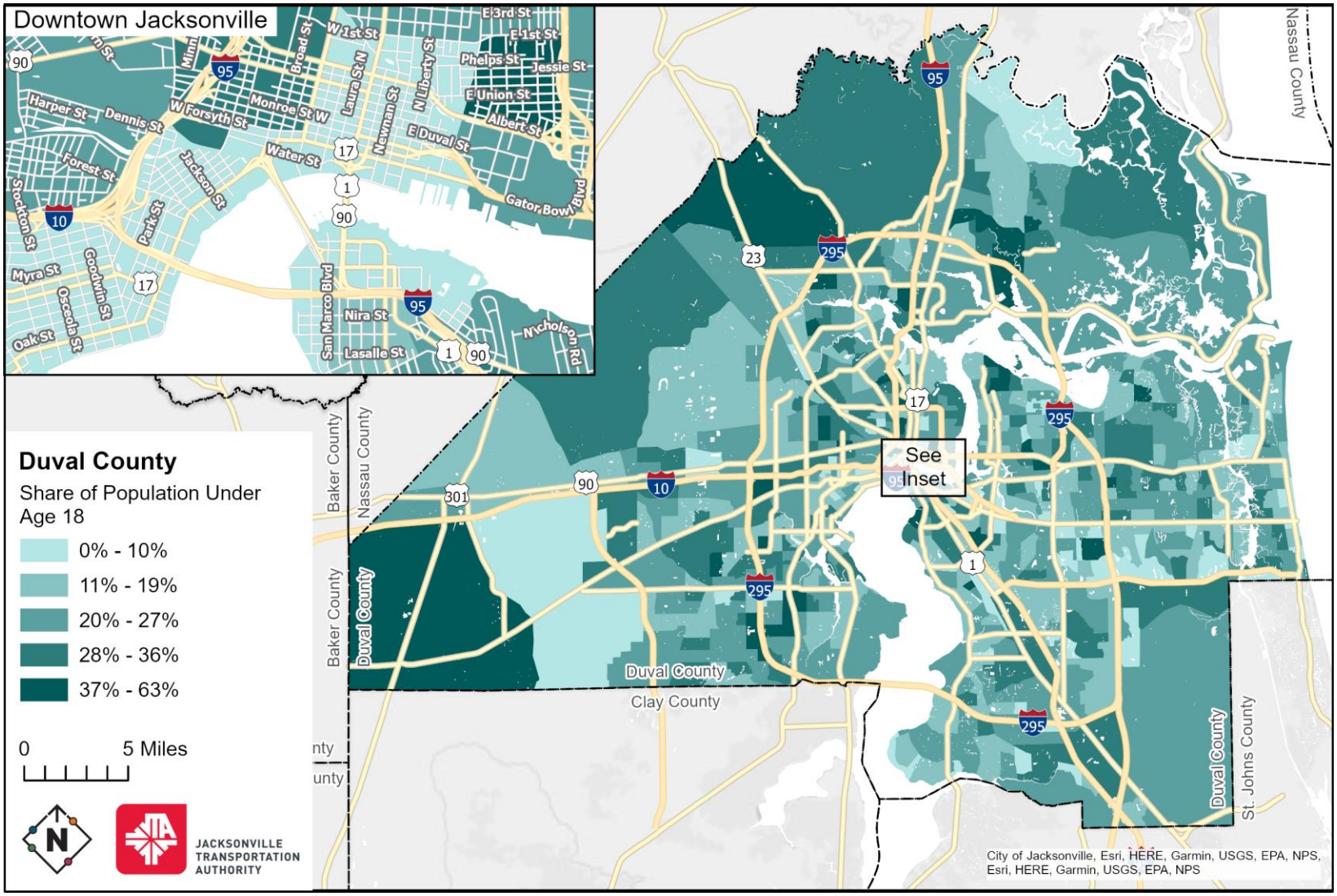
In Nassau County, Fernandina Beach, O'Neil, and Callahan have a high density of this demographic. **Figure 2-15** shows the population density under age 18 in Nassau County.

Duval County's age 60 and older population density is dispersed throughout the county. In central Jacksonville, areas like Southbank and Downtown have higher densities of people aged 60 and over and are surrounded by areas of moderate population density for this demographic. Several block groups to the east and southeast also have higher densities, possibly due to the attraction of living closer to the ocean. Marietta and the area between Maxville and Chimney Lakes also have a higher density of people aged 60 and over. **Figure 2-16** shows Duval County's population density for those age 60 and older.

Population densities for the senior population in Clay County are higher in Orange Park and Bellair-Meadowood Terrace in northeastern Clay County, as well as Penney Farms and Keystone Heights in central and southwestern Clay County. **Figure 2-17** maps this demographic for Clay County.

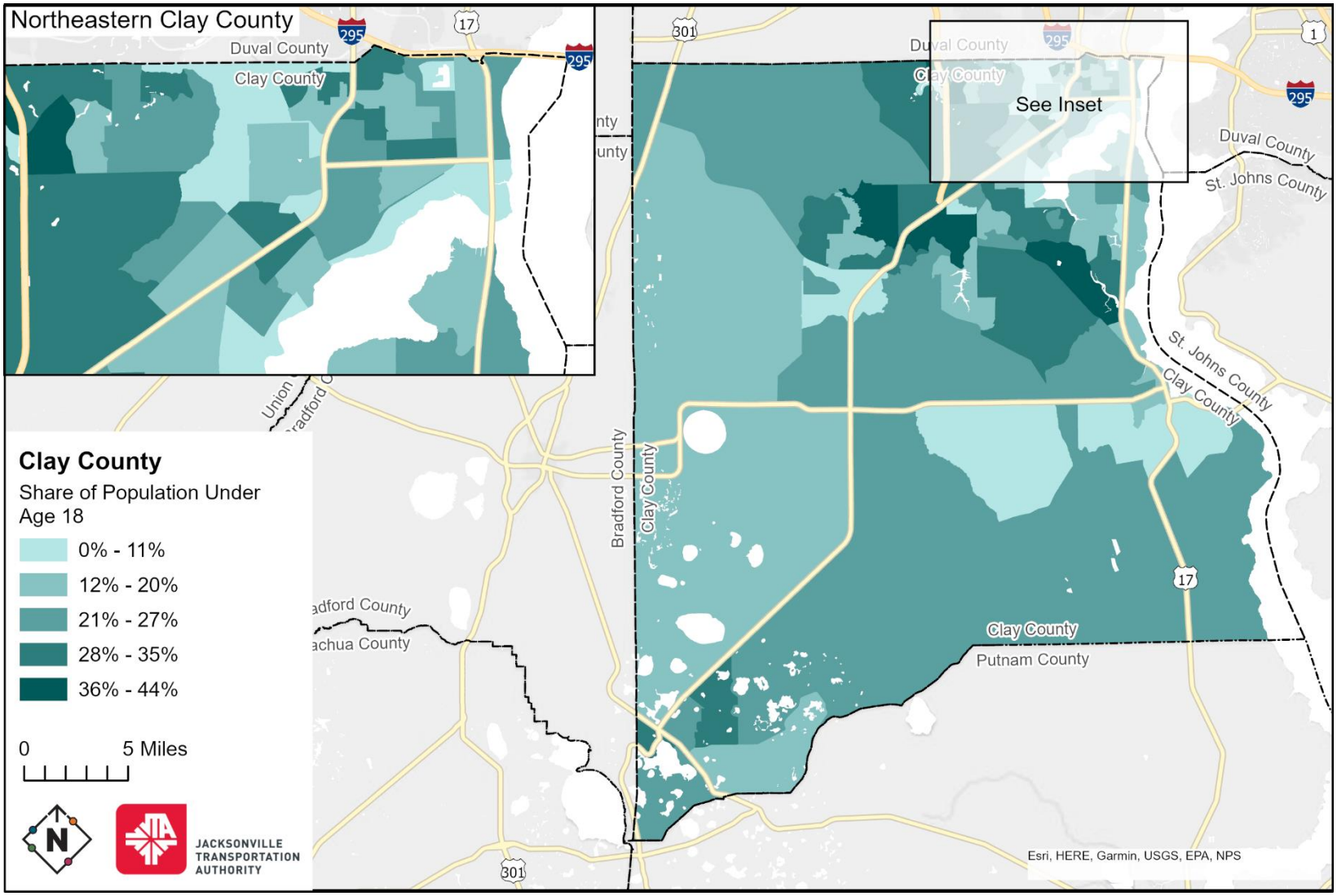
In Nassau County, there is a high density of seniors in Fernandina Beach, O'Neil, and Callahan. **Figure 2-18** shows Nassau County's population age 60 and older.

Figure 2-13: Population Density Under Age 18 – Duval County



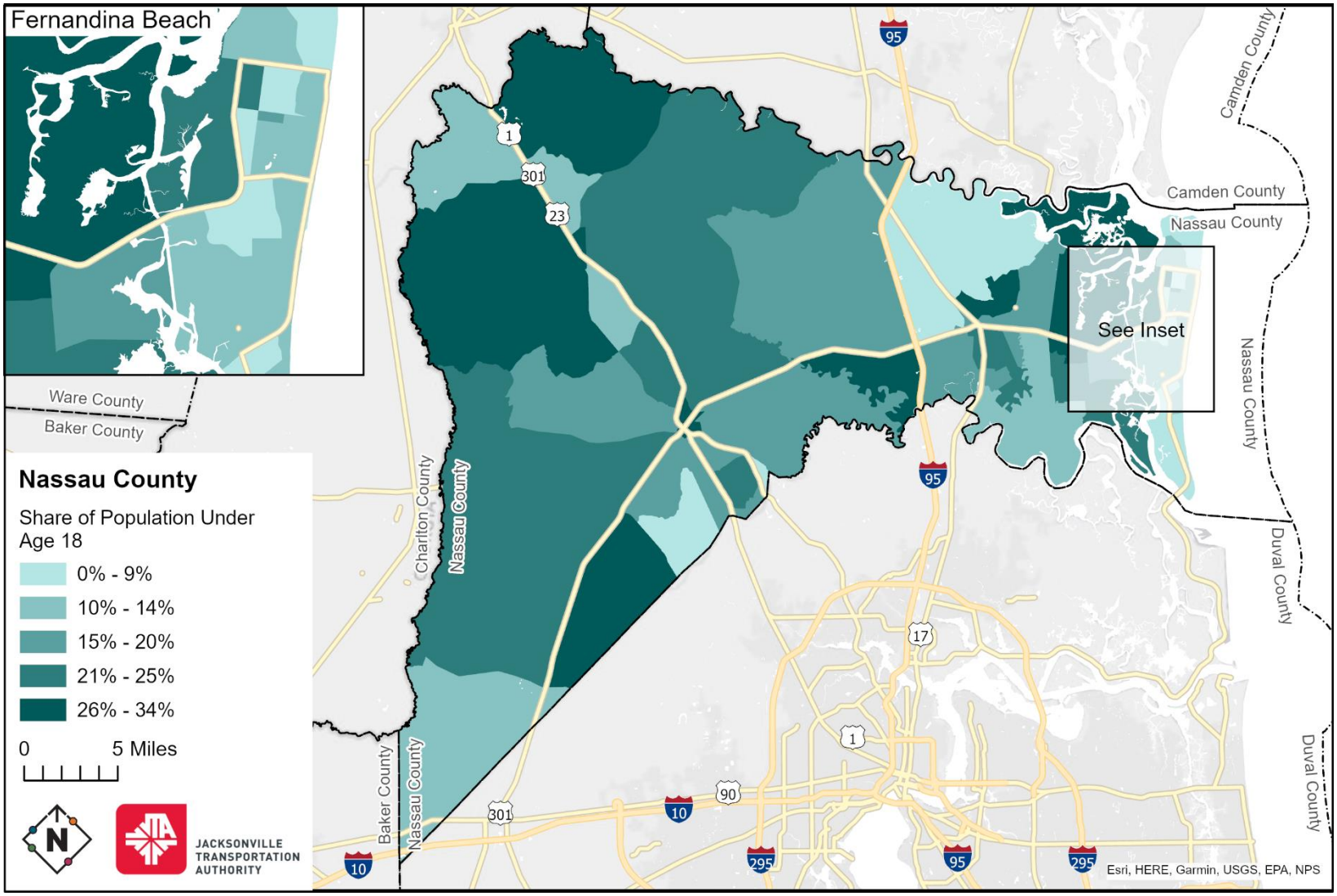
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-14: Population Density Under Age 18 – Clay County



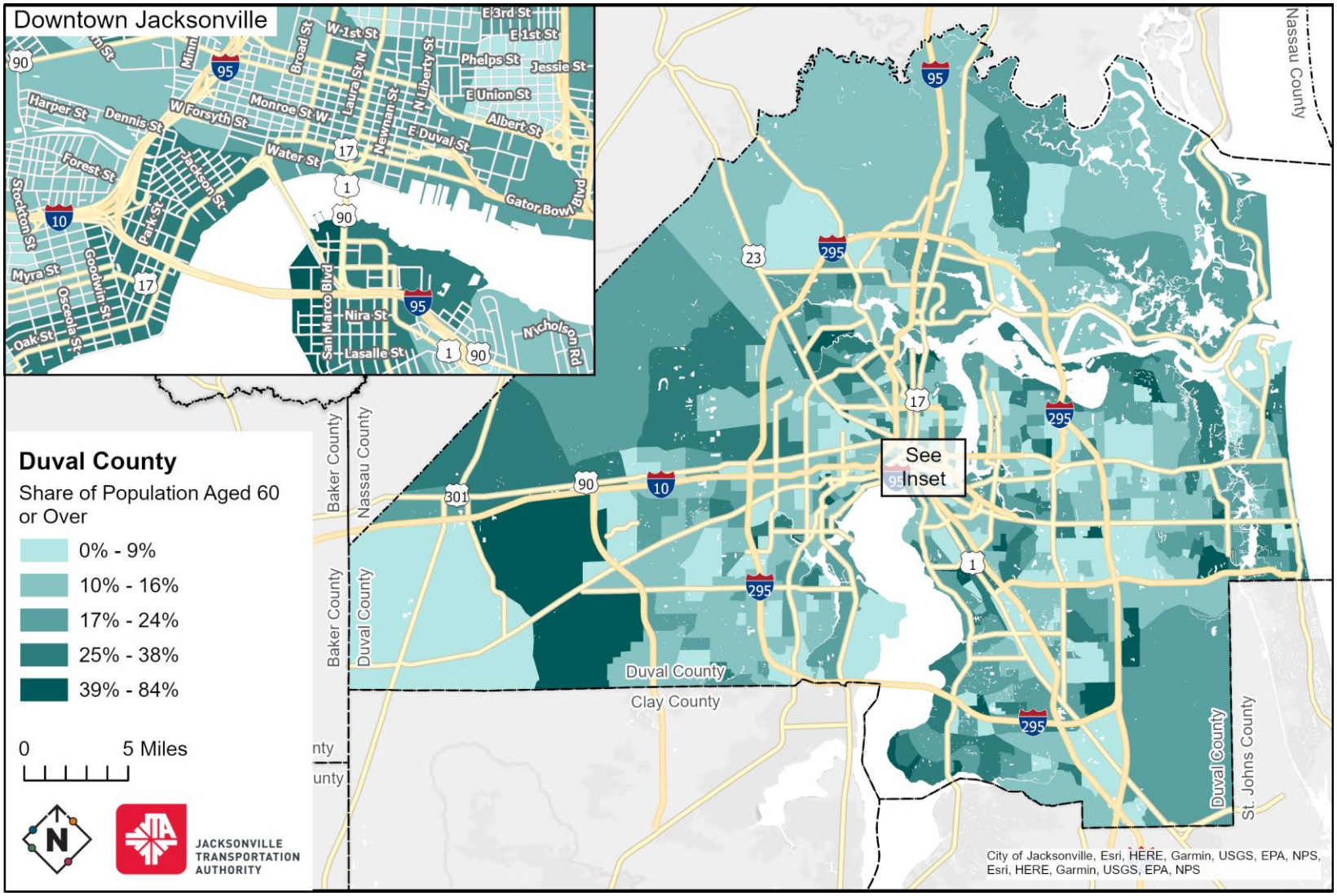
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-15: Population Density Under 18 - Nassau County



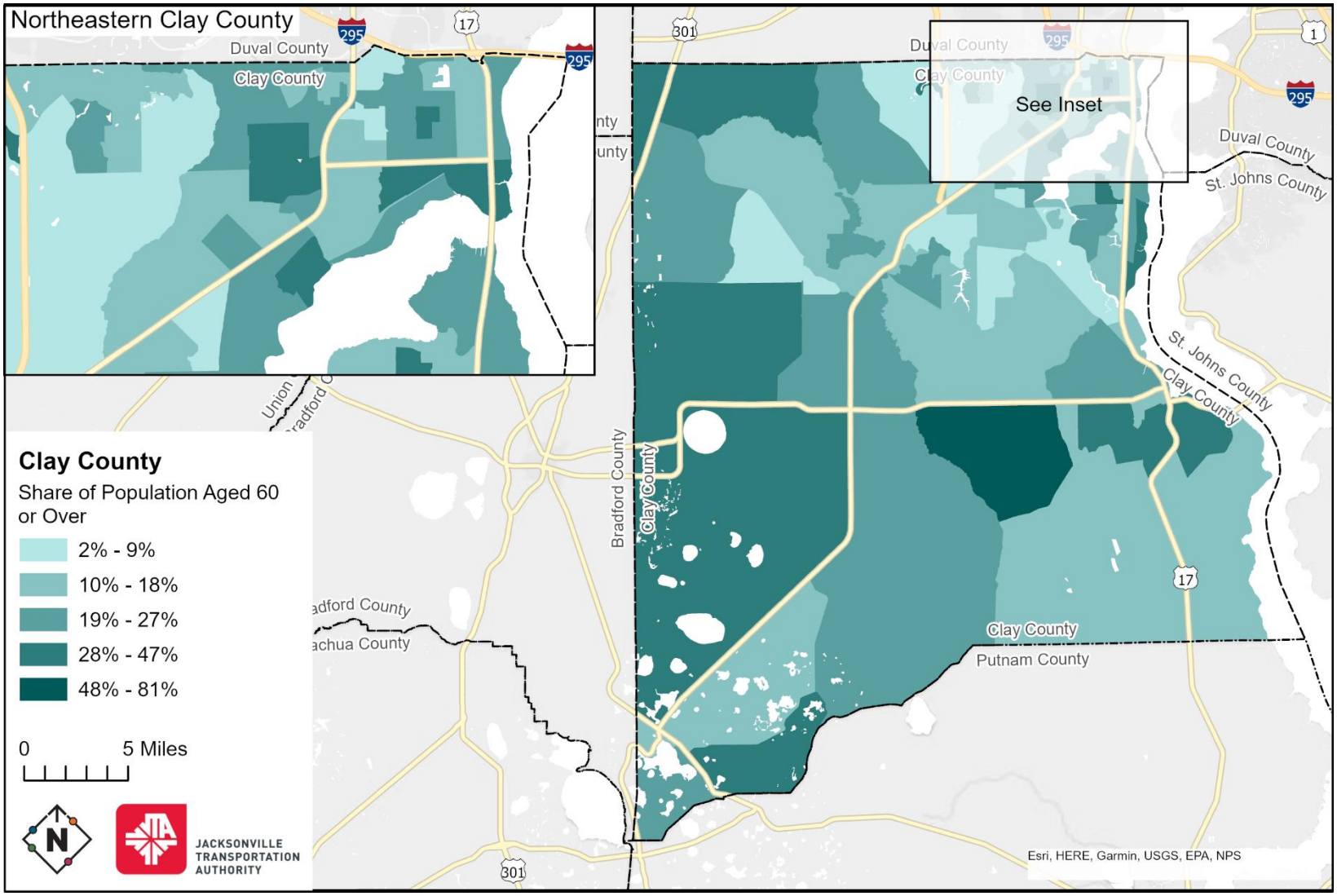
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-16: Population Density Age 60 and Older – Duval County



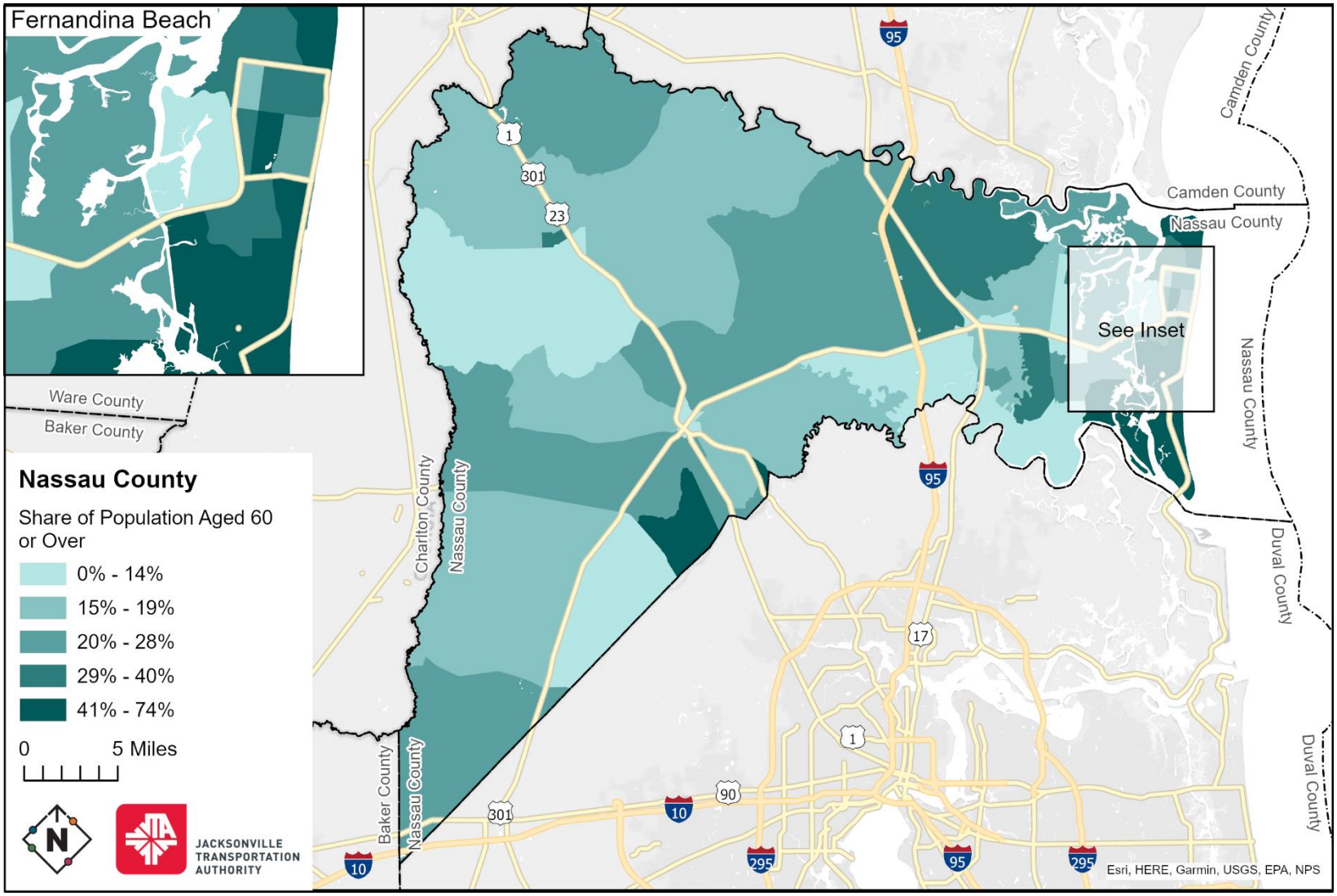
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-17: Population Density Age 60 and Older – Clay County



Source: 2022 American Community Survey (ACS) 5-year Estimate

Figure 2-18: Population Density Age 60 and Older - Nassau County



Source: 2022 American Community Survey (ACS) 5-year Estimates

Unemployment Rate

Table 2-6 shows the rate of unemployment and labor force participation in Duval County, Clay County, Nassau County, and the state of Florida from 2020 to 2024. Unemployment rates increased significantly from 2020 to 2021 due to the Covid-19 pandemic. However, unemployment rates decreased from 2021 to 2023, returning to their pre-pandemic levels. Unemployment rates have increased slightly both statewide and in the JTA service area as of February 2024.

Table 2-6: Unemployment and Labor Force Participation (Service Area vs. State of Florida)

Geography	Metric	Feb-20	Feb-21	Feb-22	Feb-23	Feb-24
State of Florida	Unemployed Persons	281,119	552,943	345,706	293,635	348,220
	Civilian Labor Force (Employed and Unemployed Persons)	10,386,330	10,135,285	10,564,586	10,856,781	11,076,701
	Unemployment Rate	2.7%	5.5%	3.3%	2.7%	3.1%
Duval County	Unemployed Persons	14,008	25,198	16,748	13,738	17,867
	Civilian Labor Force (Employed and Unemployed Persons)	483,697	484,294	501,895	525,425	521,817
	Unemployment Rate	2.9%	5.2%	3.3%	2.6%	3.4%
Clay County	Unemployed Persons	2,880	4,318	3,245	2,814	3,759
	Civilian Labor Force (Employed and Unemployed Persons)	106,864	106,117	110,807	116,256	115,513
	Unemployment Rate	2.7%	4.1%	2.9%	2.4%	3.3%
Nassau County	Unemployed Persons	1,077	1,685	1,252	1,180	1,432
	Civilian Labor Force (Employed and Unemployed Persons)	42,194	41,905	43,578	44,677	45,647
	Unemployment Rate	2.6%	4.0%	2.9%	2.6%	3.1%

Source: U.S. Bureau of Labor Statistics, retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/

Minority Populations

Minority populations refer to certain racial and ethnic groups that are not White Caucasian. The US Census separately differentiates some racial and ethnic categories from each other. Specifically, identifying as Hispanic or Latino is distinguished from racial classifications, even though identifying as Hispanic or Latino may also be considered as identifying as part of a minority population. **Table 2-7** displays race by ethnicity, **Table 2-8** shows Hispanic or Latino identification by race/ethnicity, and **Table 2-9** shows the population that identifies as Hispanic or Latino, regardless of race/ethnicity. Although individuals identifying as White Caucasian alone still comprise the largest population group in the JTA service area, this demographic has decreased from over 66.1 percent of the population to over 60.2 percent of the population. Two population groups, some other race alone and two or more races, have more than doubled from 2017 to 2022. All other groups have held fairly constant in their count of persons, as well as their percent of the total population. Between 2017 and 2022, the total non-white population increased from 33.9 percent to 39.8 percent. Additionally, the percent of persons identifying as Hispanic or Latino increased from 8.7 percent to 10.6 percent between 2017 and 2022.

Table 2-7: Population by Race/Ethnicity – Service Area

Race/Ethnicity	2017		2022	
	Persons	% Total Population	Persons	% Total Population
White alone	788,682	66.1%	786,597	60.2%

Black or African American alone	296,253	24.8%	320,816	24.5%
American Indian and Alaska Native alone	2,526	0.2%	2,467	0.2%
Asian alone	49,067	4.1%	54,209	4.1%
Native Hawaiian and Other Pacific Islander alone	1,027	0.1%	815	0.1%
Some other race alone	17,106	1.4%	41,924	3.2%
Two or more races	39,108	3.3%	100,068	7.7%
Total Non-white	405,087	33.9%	520,299	39.8%

Source: 2017 and 2022 American Community Survey (ACS) 5-year Estimates

Table 2-8: Hispanic or Latino Identification by Race/Ethnicity – Service Area

Race/Ethnicity and Identification	2017		2022	
	Persons	% Total Population	Persons	% Total Population
White and Hispanic or Latino	75,979	8.7%	55,787	4.3%
Minority and Hispanic or Latino	27,529	2.3%	82,303	6.3%
White and Not Hispanic or Latino	712,703	59.7%	730,810	55.9%
Minority and Not Hispanic or Latino	377,588	31.6%	437,996	33.5%

Source: 2017 and 2022 American Community Survey (ACS) 5-year Estimates

Table 2-9: Persons Identifying as Hispanic or Latino – Service Area

Identification	2017		2022	
	Persons	% Total Population	Persons	% Total Population
Hispanic or Latino	103,508	8.7%	138,090	10.6%
Non-Hispanic or Latino	1,090,261	91.3%	1,168,806	89.4%

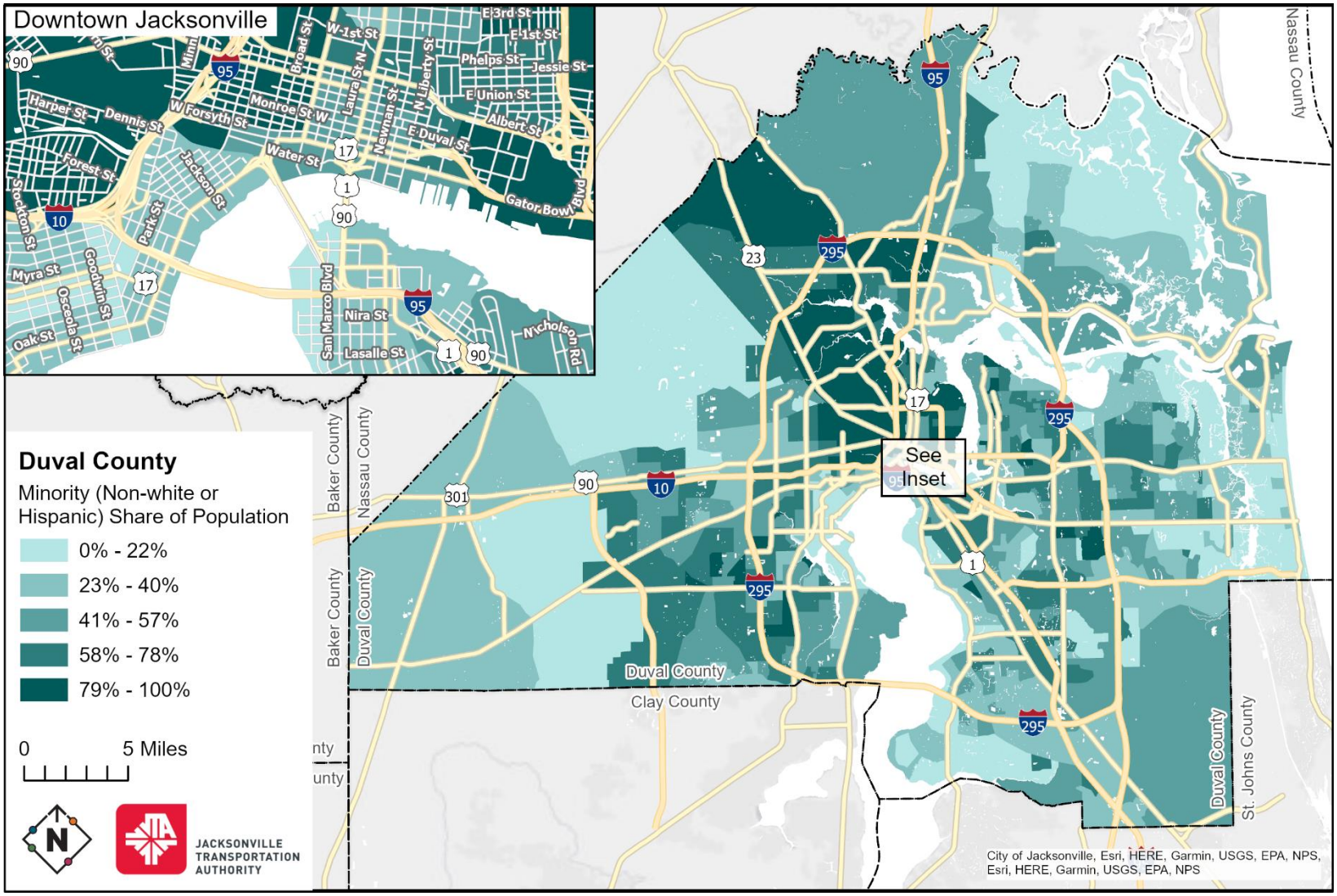
Source: 2017 and 2022 American Community Survey (ACS) 5-year Estimates

Minority populations are more likely to rely on transit and may have jobs that require commuting outside the typical, white-collar morning and evening hours. Areas with a higher share of minority population groups are located in the neighborhoods extending northwest of Downtown Jacksonville, such as Brentwood, Lake Forest Hills, Carver Manor, Riverview, Copper Hill, and Forest Trails. Southwest Jacksonville neighborhoods like Jacksonville Heights, Chimney Lakes, and Normandy also have a higher percentage of minority residents. Neighborhoods in eastern Jacksonville like Englewood, Bay Meadows, and Regency have a higher percentage of minority population as well. **Figure 2-19** maps the racial minority (non-white or Hispanic) population in Duval County.

Clay County's minority population has the highest percentage share in the northeastern part of the county, including the Bellair-Meadowbrook Terrace, Oakleaf Plantation, and Orange Park communities. The rest of the county is largely characterized by a low to moderate share of minority population. **Figure 2-20** shows this demographic in Clay County.

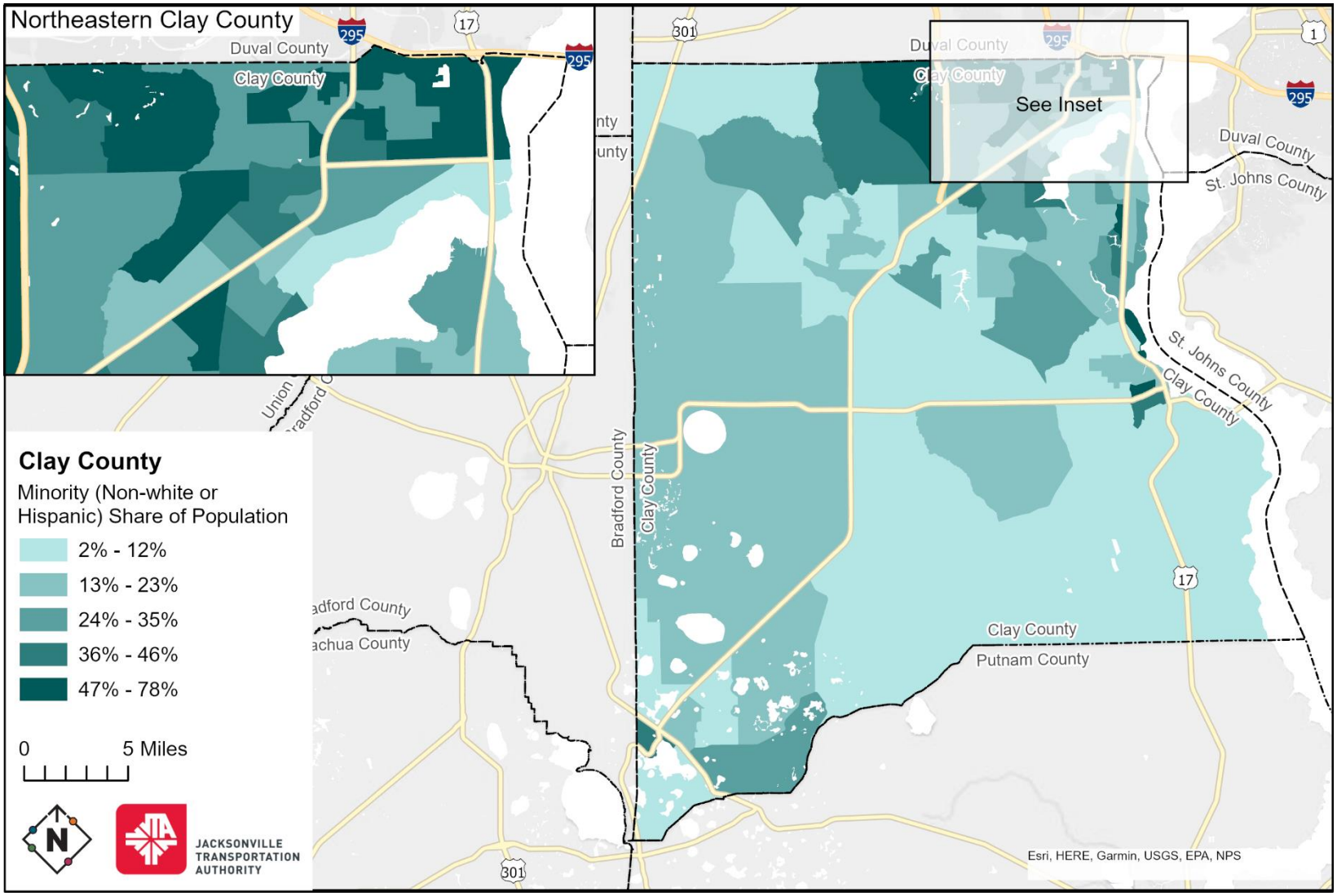
Most of Nassau County has a low to moderate share of minority population. There is a higher share of minority population in the Yulee area, as well as Fernandina Beach. **Figure 2-21** shows the minority population of Nassau County.

Figure 2-19: Minority (Non-white or Hispanic) Population Density – Duval County



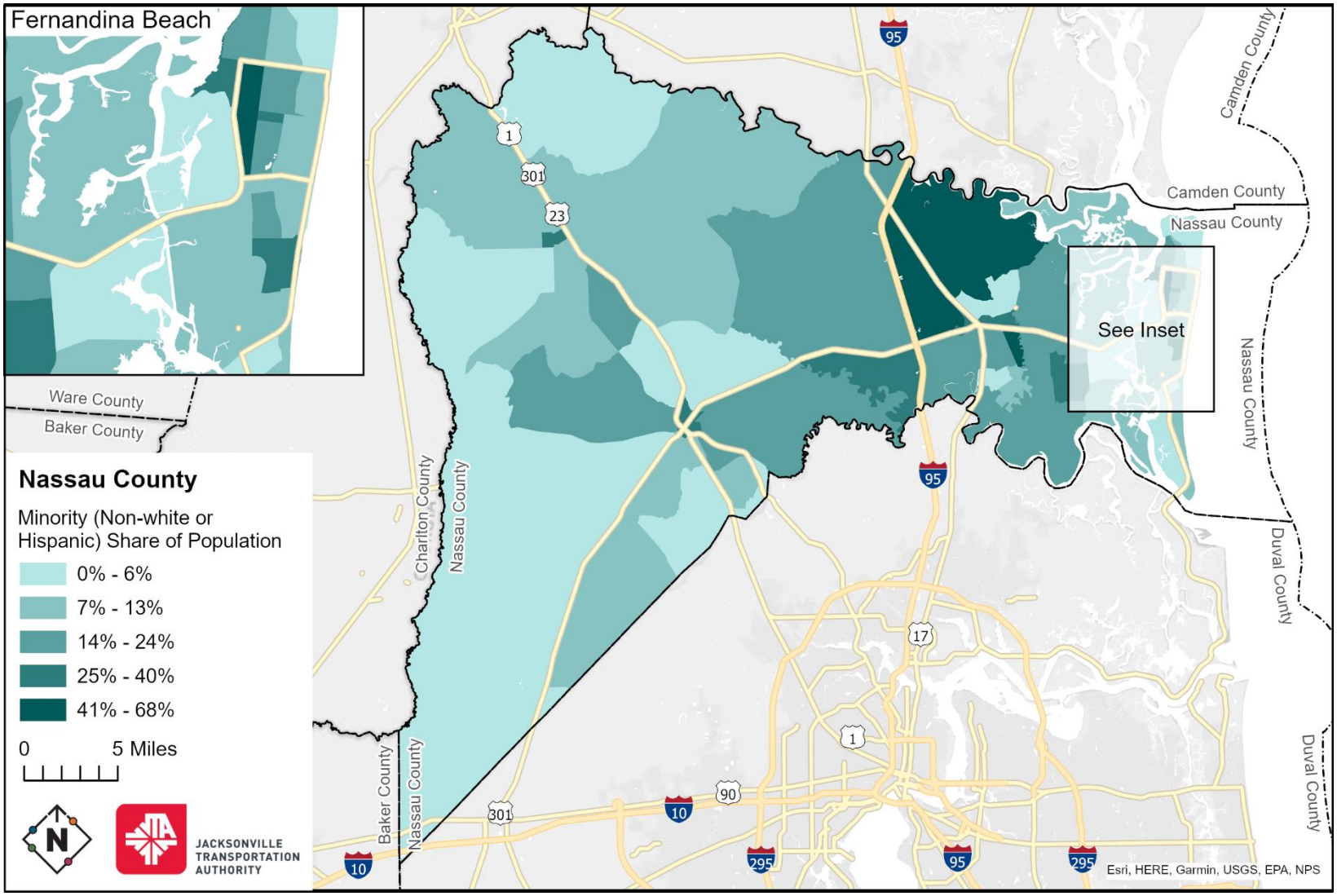
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-20: Minority (Non-white or Hispanic) Population Density – Clay County



Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-21: Minority (Non-white or Hispanic) Population Density – Nassau County



Limited English Proficiency

Limited English Proficiency (LEP) persons refers to those for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the US Census that they speak English less than very well, not well, or not at all. The Federal Transit Administration's implementation guidance for Title VI of the Civil Rights Act of 1964 requires public transit providers to demonstrate fair access to LEPs. **Table 2-10** visualizes the count of people with Limited English Proficiency, as well as this demographic's percent as a total of the JTA service area population. The count of LEP population has increased by nearly 10,000 people from 2017 to 2022, which represents a 0.6 percent increase. The LEP population comprises approximately 4.9 percent of the JTA service area population.

Table 2-10: Limited English Proficiency

Measure	2017	2022
Number of Persons who Speak Another Language at Home and Speak English less than "Very Well"	54,725	64,446
% Total Population	4.6%	4.9%

Source: 2017 and 2022 American Community Survey (ACS) 5-year Estimates

Housing Unit Occupancy

Occupancy and tenure are additional context for income and other transit propensity factors. Seasonal occupancy may not commend itself to additional year-round service, but high rates of occupied rental housing combined with higher prevalence of low-income populations indicates that the residents in that area are likely to either rely on transit or that their households would benefit greatly from transit services.

Table 2-11 displays the number of housing units and the rate of occupancy from 2017 to 2022 in the JTA service area. The total number of housing units has increased by over 44,000 from 2017 to 2022. The percentage of owner-occupied housing units increased by over two percent, and renter-occupied housing units increased slightly over one percent from 2017 to 2022. Overall, the percentage of occupied housing units has increased by 3.3 percent during this time period.

Table 2-11: Housing Units by Occupancy

Measure	2017		2022	
	Number of Units	% Total Units	Number of Units	% Total Units
Total Units	515,728		565,044	
Occupied Units	450,176	87.3%	512,172	90.6%
Owner-Occupied Units	277,883	53.9%	319,151	56.5%
Renter-Occupied Units	172,293	33.4%	193,021	34.2%

Source: 2017 and 2022 American Community Survey (ACS) 5-year Estimates

Households Receiving Public Assistance

Individuals living in households receiving public assistance (Supplemental Security Income (SSI), cash public assistance income, or Food Stamps/SNAP) tend to be more reliant on transit as they are less likely to have access to a personal vehicle. They may also have jobs that require traveling outside the typical morning and evening peak commute periods, highlighting the need for reliable transit service at all hours of the day. The density distribution of people living in households receiving public assistance is fairly similar to that of people living in households below the poverty level, with higher densities around and

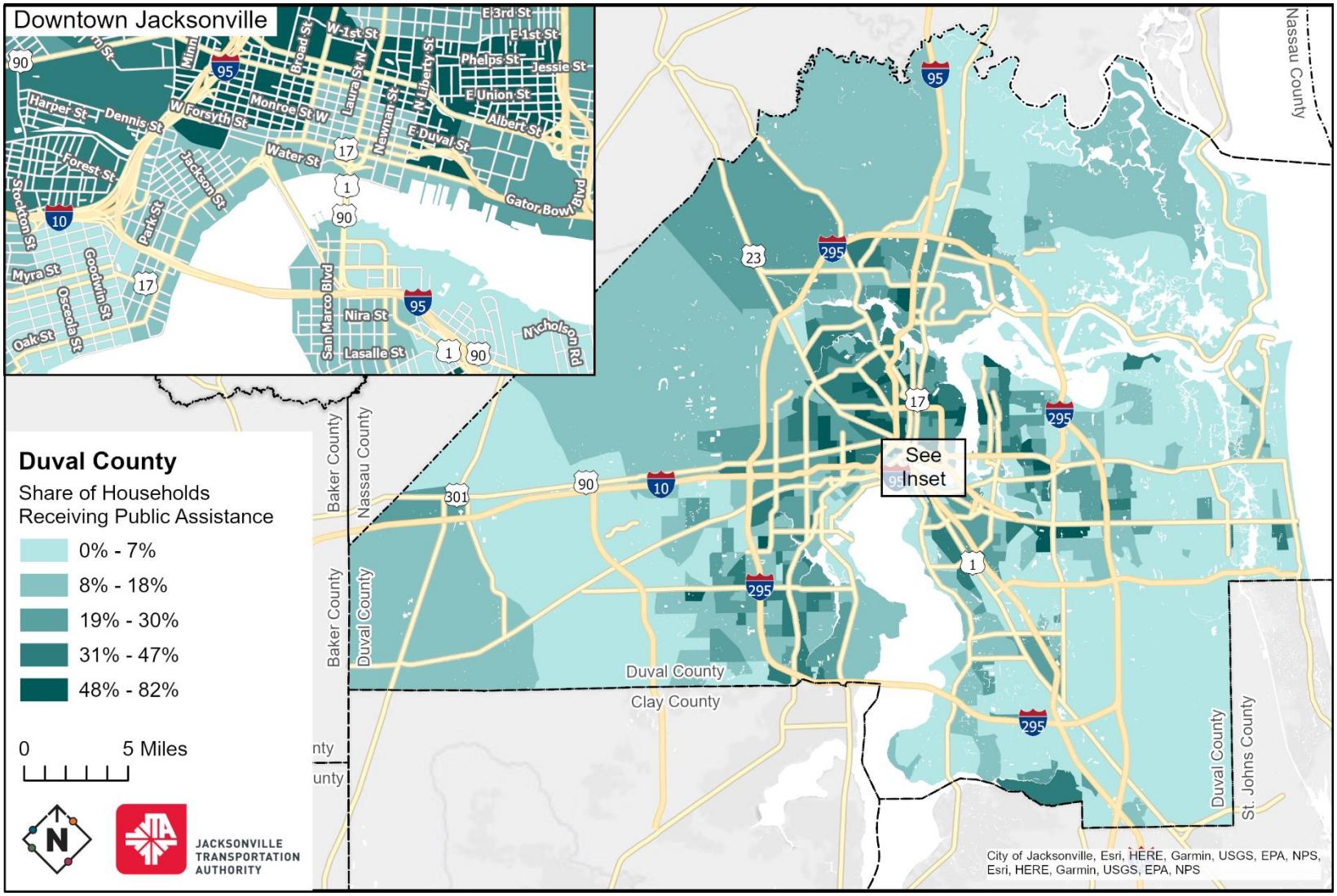
immediately northwest of downtown Jacksonville, as well as the Tallulah/North Shore, Panama Park, Highlands, and Hollyford neighborhoods.

Approximately 14.5 percent of households in the JTA service area have received public assistance in the past 12 months. Households receiving public assistance comprise approximately 12.3 percent of the Duval County population. Neighborhoods in the JTA service area with the largest proportion of people living in households receiving public assistance include Herlong, Woodstock, Robinson's Addition, Woodland Acres, Hollyford, and Biscayne, all of which are located in Duval County. **Figure 2-22** shows the percentage of people living in households receiving public assistance in Duval County.

Approximately 1.6 percent of Clay County populations living households receiving public assistance. Areas with the highest concentration of this demographic are located near Clay Hill, Middleburg, Bellair-Meadowbrook Terrace, and Green Cove Springs. **Figure 2-23** displays the percentage of households receiving public assistance in Clay County.

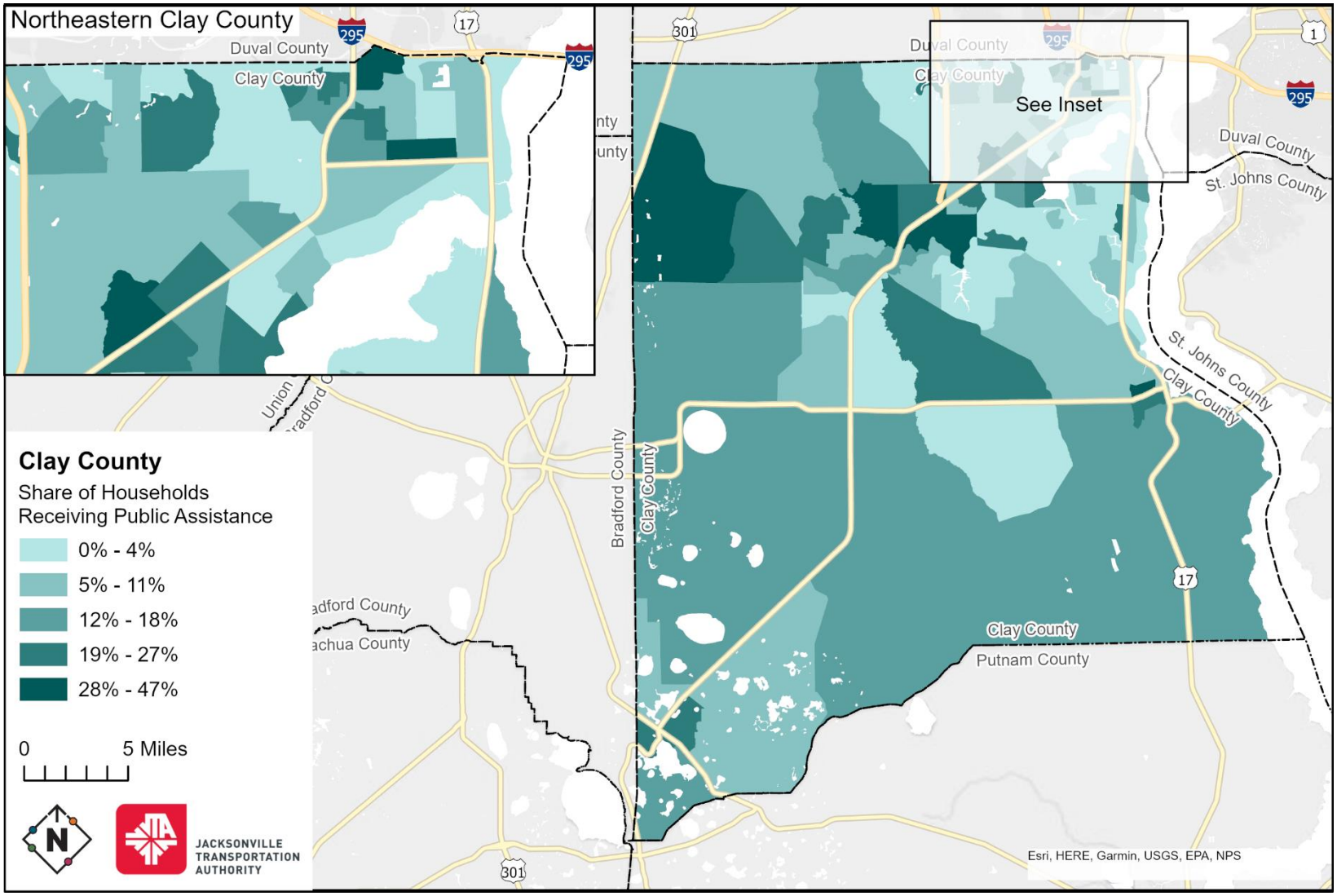
In Nassau County, approximately 0.6 percent of households have received public assistance in the past 12 months. These households are concentrated in Yulee, Hilliard, and Fernandina Beach. **Figure 2-24** maps the percentage of households receiving public assistance in Nassau County.

Figure 2-22: Density of Households Receiving Public Assistance – Duval County



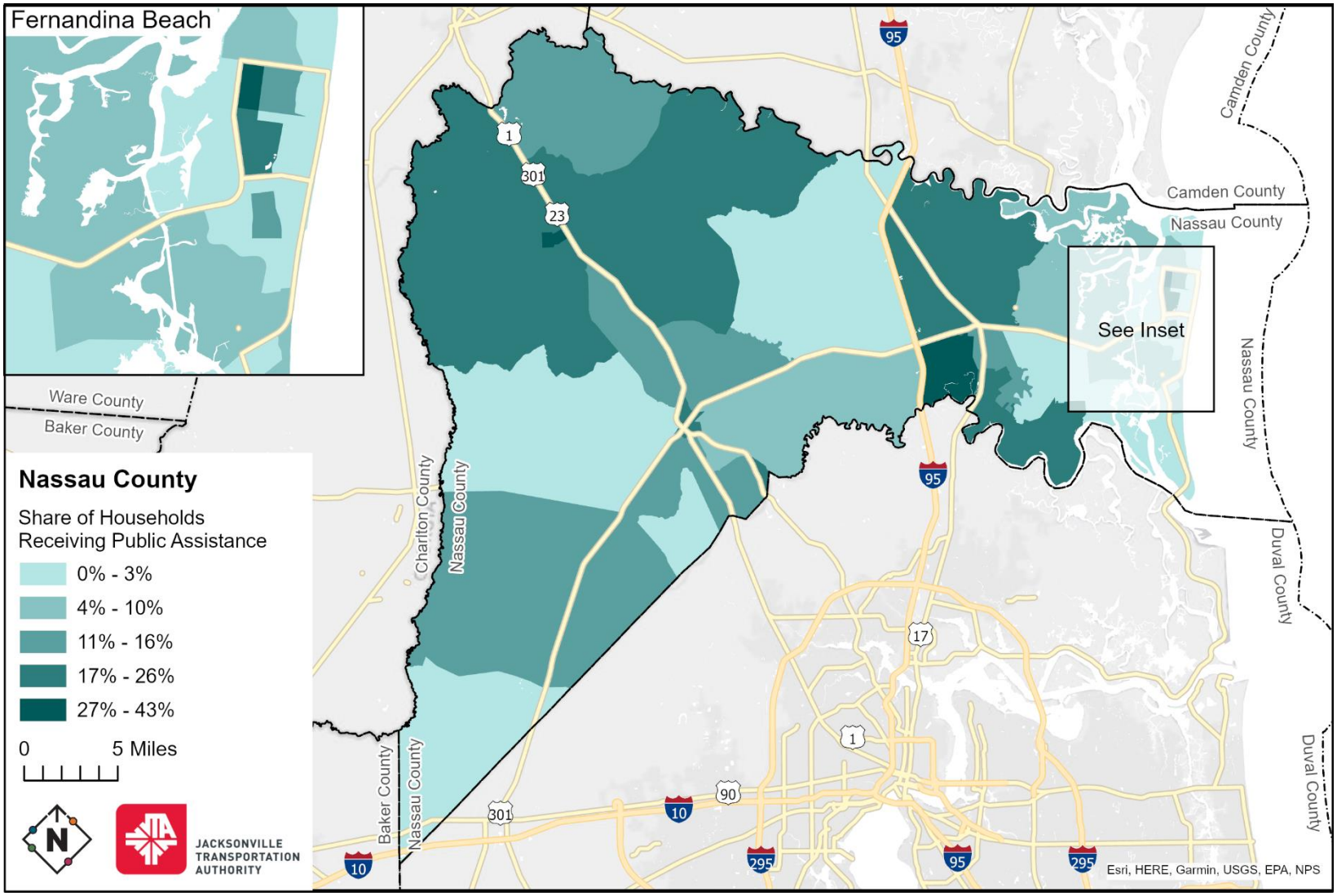
Source: U.S. Census Bureau, American Community Survey (ACS) Five-Year Estimates (2022), Table B09010. This data is only available at the census tract level.

Figure 2-23: Density of Households Receiving Public Assistance – Clay County



Source: U.S. Census Bureau, American Community Survey (ACS) Five-Year Estimates (2022), Table B09010. This data is only available at the census tract level.

Figure 2-24: Density of Households Receiving Public Assistance - Nassau County



Source: U.S. Census Bureau, American Community Survey (ACS) Five-Year Estimates (2022), Table B09010. This data is only available at the census tract level

2.3. Transit Access

Everyone should have access to transit, however, because transit resources are limited, new transit investments should be directed, if possible, to areas where transit will significantly assist those who need it most. This analysis examines the service area to identify communities where transit has an opportunity to provide fair and representative access using five dimensions.



- **Transportation Access and Safety** refers to accessibility and affordability of transportation options, transportation access to jobs and other household needs, and safety risk.
- **Health Vulnerability** refers to the prevalence of asthma, cancer, high blood pressure, diabetes, and poor mental health.
- **Environmental Safety** refers to air and water pollution exposure, as well as proximity to land uses with negative external impacts such as power plants.
- **Economic and Social Disadvantage** refers to household demographic factors that indicate such disadvantage, including the extent of poverty, extent and persistence of economic isolation, education level, and age.
- **Naural Disaster Resilience** refers to current and future hazard risk from natural disasters and extreme weather.

In contrast with the transit propensity indices described earlier, which identify where transit service is expected to best attract riders, the dimensions described in this section identify where various types of disadvantages are most prevalent, and therefore were providing greater access to transit can expand opportunities for communities that have experienced past and present underinvestment.

The following section presents the percentile rank scores of the five component groups for the census tracts in the JTA service area as compared with the rest of the state of Florida. A higher percentile rank score indicates an elevated level of disadvantage for the given component.

2.3.1. Transportation Access and Safety

The Transportation Access and Safety score measures how accessible, affordable, and safe the transportation system is, based on the following indicators:

- Transportation access, which is informed by lack of a personal vehicle, commute time, drive and walk times to point of interest, jobs within a 45-minute drive, and transit frequency per square mile.
- Transportation cost burden, which is informed by individual and household income, hourly income, time value of money, household vehicle miles traveled, cost of gas, vehicle miles per gallon, cars per household, transit and non-transit users, and annual costs of transit and auto ownership.
- Transportation safety, measured as transportation-related fatalities per 100,000 people.

The Transportation Access and Safety percentile rank scores of the census tracts in the JTA service area compared with all other Florida census tracts are shown in **Figure 2-25**. Data sources for this analysis include the American Community Survey, Homeland Infrastructure Foundation-Level Data, the Bureau of Transportation Statistics, and the National Highway Traffic Safety Administration.

As shown in **Figure 2-25**, Duval County's areas with the greatest risk in Transportation Access and Safety are in downtown Jacksonville, Jacksonville North Estate, far southwest Duval County. High Transportation Insecurity scores largely correspond with the less dense areas of the county.

Census tracts throughout Clay County have high access and safety concerns. The northeast part of the county scores slightly lower than the rest of the county. As shown in **Figure 2-26**, Clay County's areas with the highest Transportation Access and Safety risk are the southwestern part of the county, largely corresponding with the less dense areas of the county.

As shown in **Figure 2-27**, transportation access and safety risk affect the majority of Nassau County. All block groups in the western portion of the county are above the 65th percentile, while block groups in Fernandina Beach and Amelia Islands score below this threshold. Similar to Clay and Duval counties, the more rural areas of Nassau County have higher scores for transportation access and safety risk, further demonstrating the need to serve these communities with transportation services.

Figure 2-25: Transportation Access and Safety Risk – Duval County

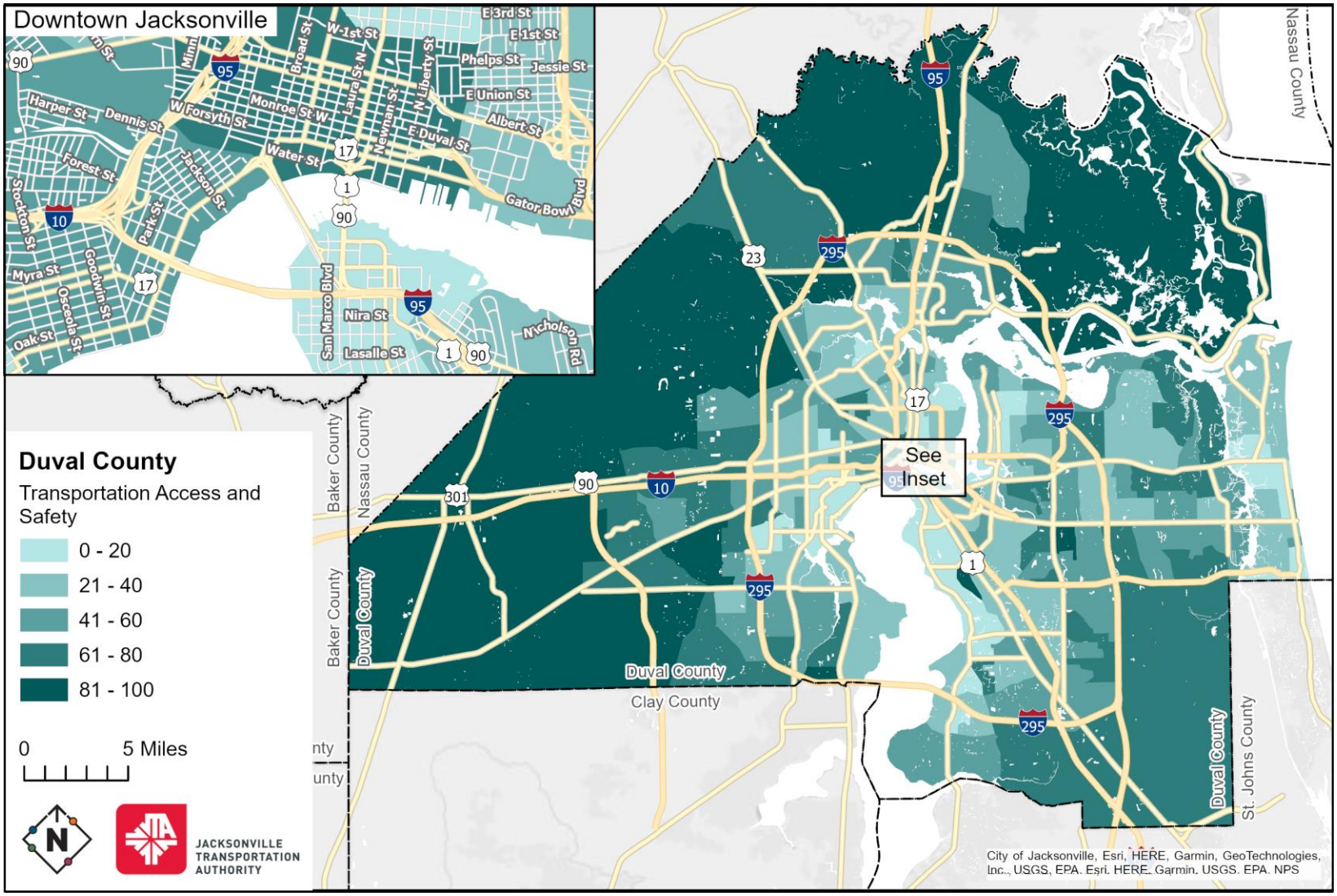


Figure 2-26: Transportation Access and Safety Risk – Clay County

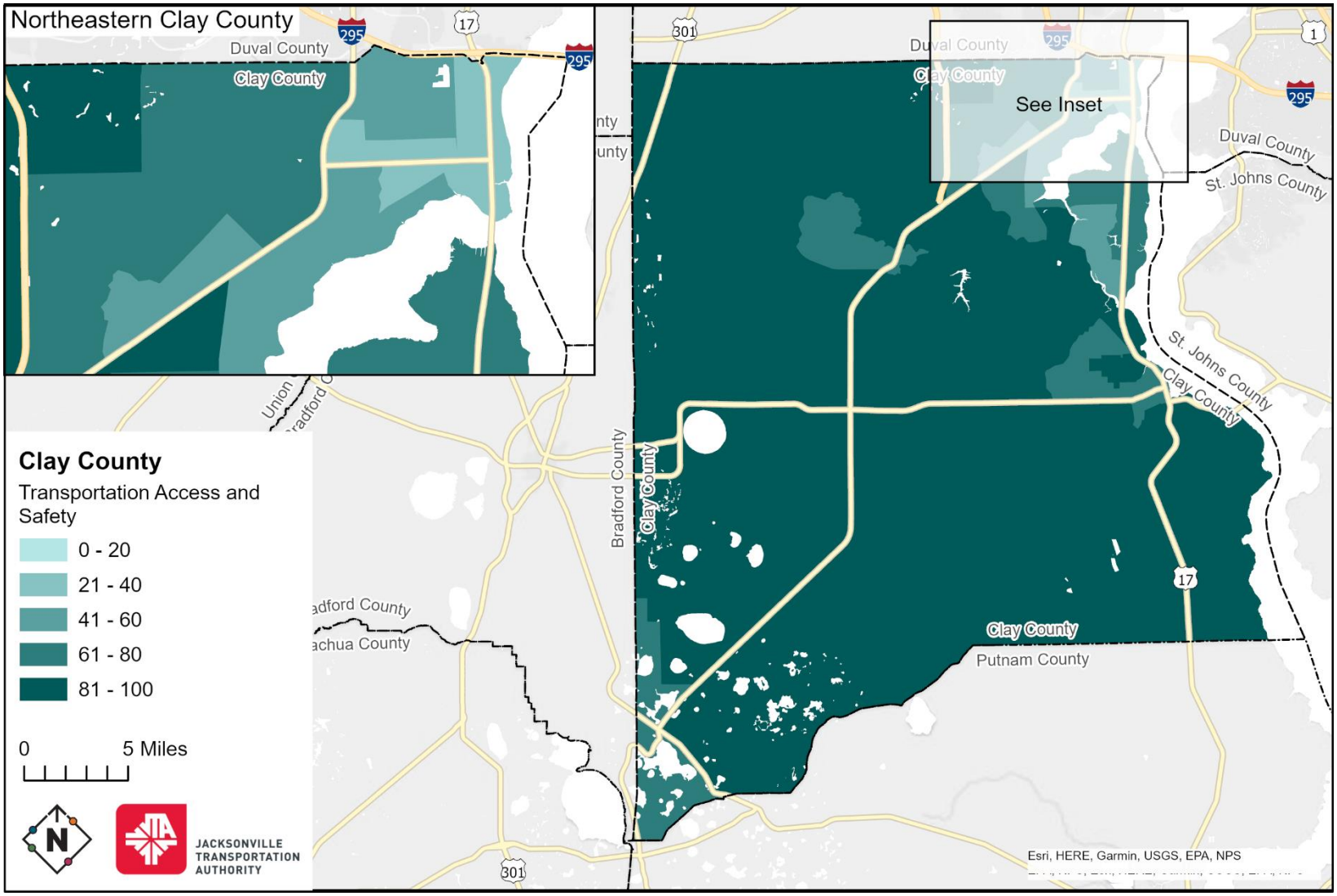
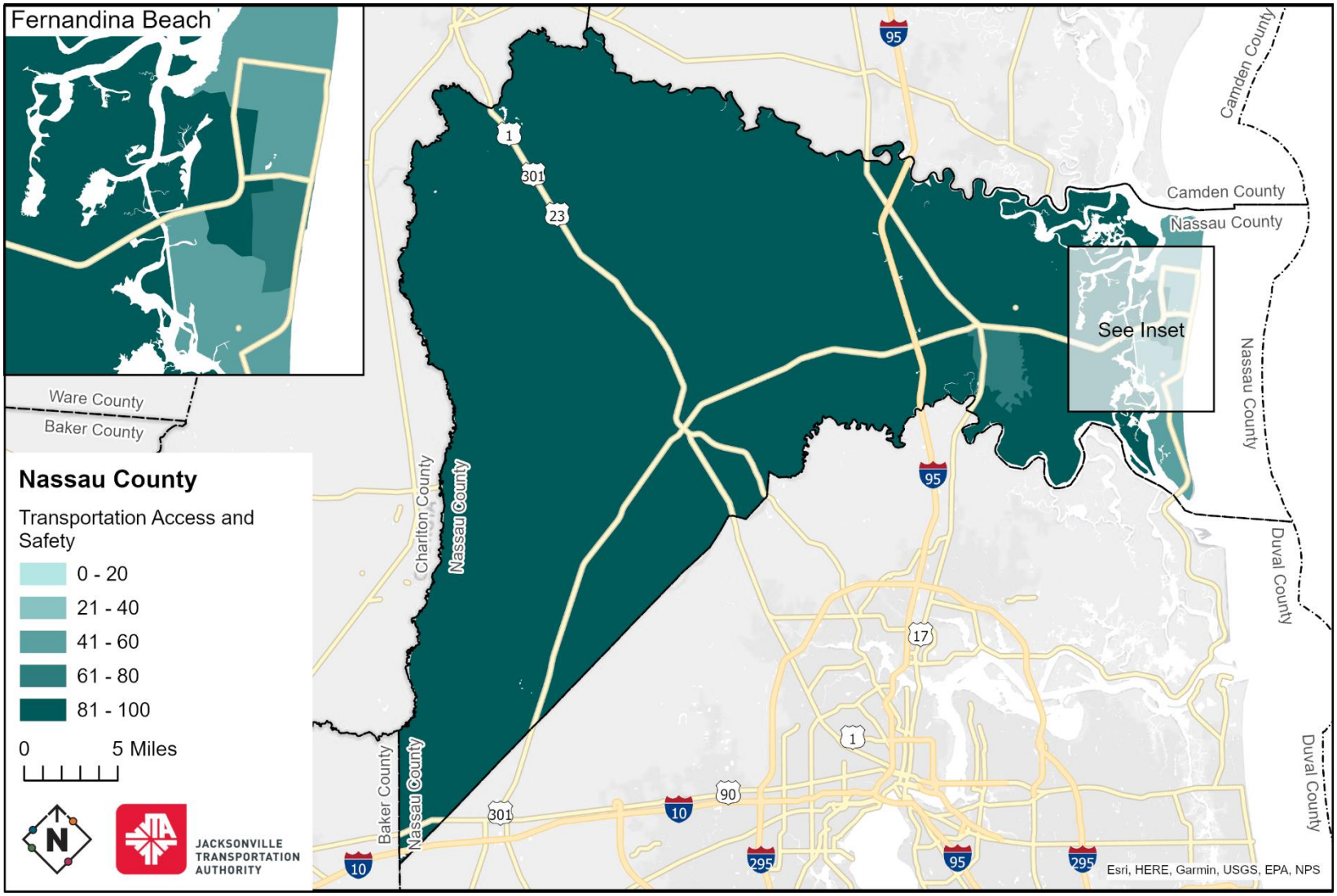


Figure 2-27: Transportation Access and Safety Risk – Nassau County



2.3.2. Health Vulnerability

The Health Vulnerability score measures the prevalence of poor health outcomes resulting from pollution exposure, as well as built environment factors such as auto-centric land use patterns and long commute times. The score is measured using the prevalence of asthma, cancer, high blood pressure, diabetes, and low mental health. Data sources for this analysis include the American Community Survey and the Centers for Disease Control and Prevention.

The Health Vulnerability percentile rank scores of the census tracts in the JTA service area compared with all other Florida census tracts are shown in **Figure 2-28, Figure 2-29**, and **Figure 2-30** for Duval, Clay, and Nassau counties, respectively. Health Vulnerability scores vary throughout each county. The most rural and the denser tracts scored highest for Health Vulnerability in the JTA service area.

Duval County's census tracts score from low to high for this index. As shown in **Figure 2-28**, Duval County's areas with the highest Health Vulnerability are in the Edgewood Manor, Magnolia Gardens, Grand Park, Moncrief Park, and Mid-Westside neighborhoods of Jacksonville.

Similarly, Clay County's census tracts also range from low to high for the Health Vulnerability index. As shown in **Figure 2-29**, Clay County's areas with the highest Health Vulnerability are in the southeastern part of the county, as well as the Lakeside area.

Nassau County's census tracts also have a wide range of scores for this index. Many of the central and western census tracts score from low to moderate for Health Vulnerability. Health Vulnerability is highest in the southwest part of the county, which also borders part of Duval County with a higher score. Health Vulnerability is also higher in the Fernandina Beach/Amelia Island area. **Figure 2-30** maps Health Vulnerability in Nassau County.

Figure 2-28: Health Vulnerability – Duval County

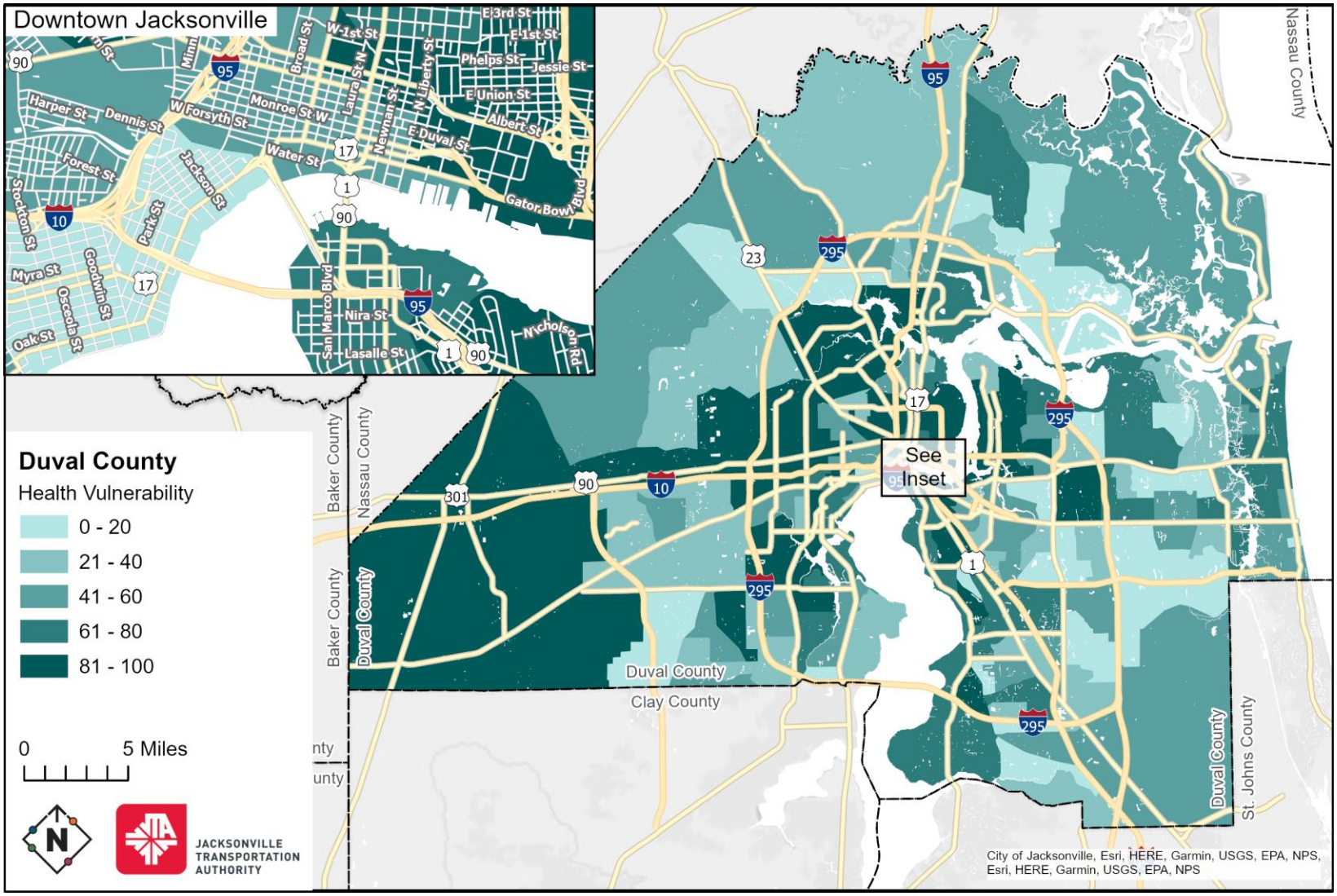


Figure 2-29: Health Vulnerability – Clay County

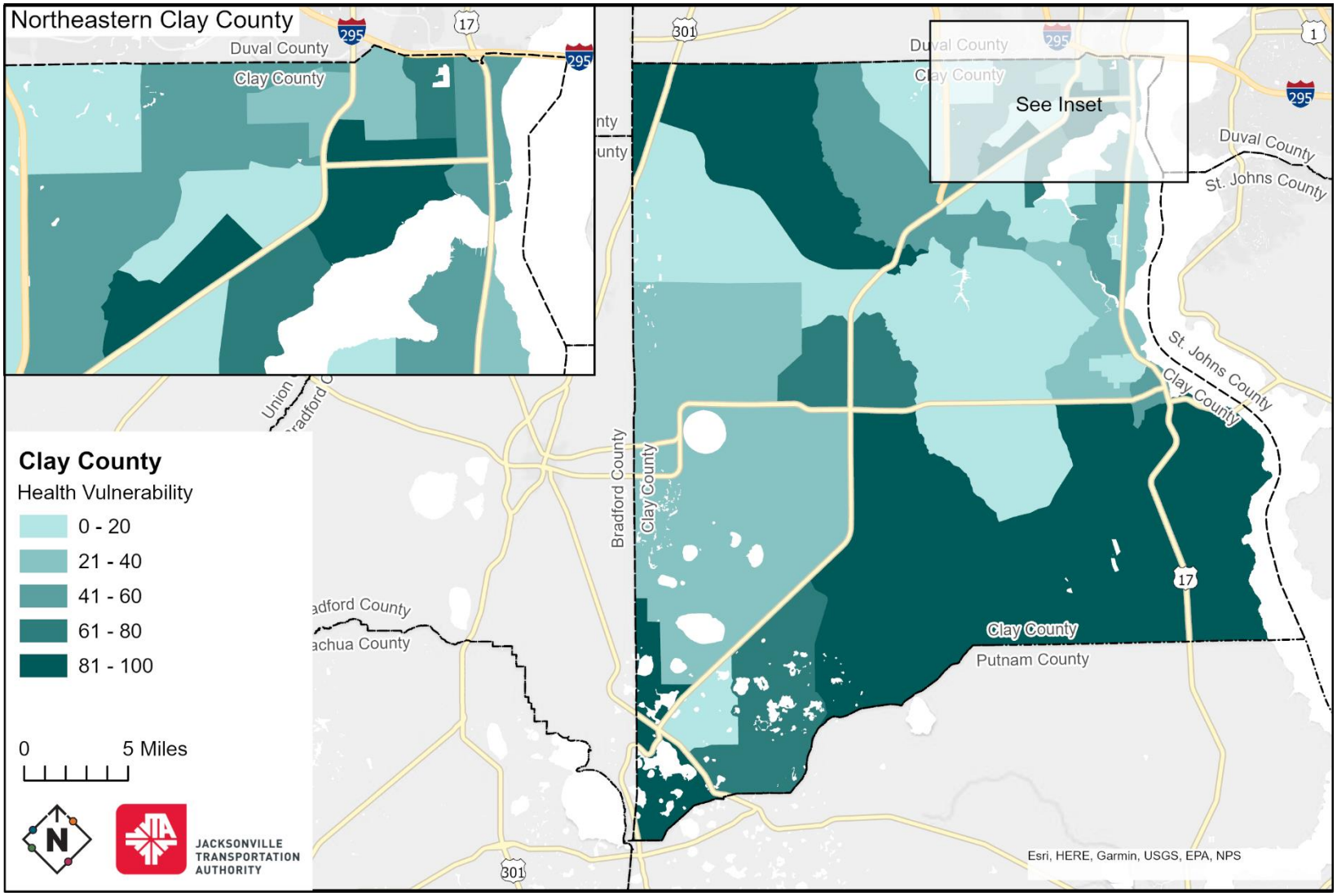
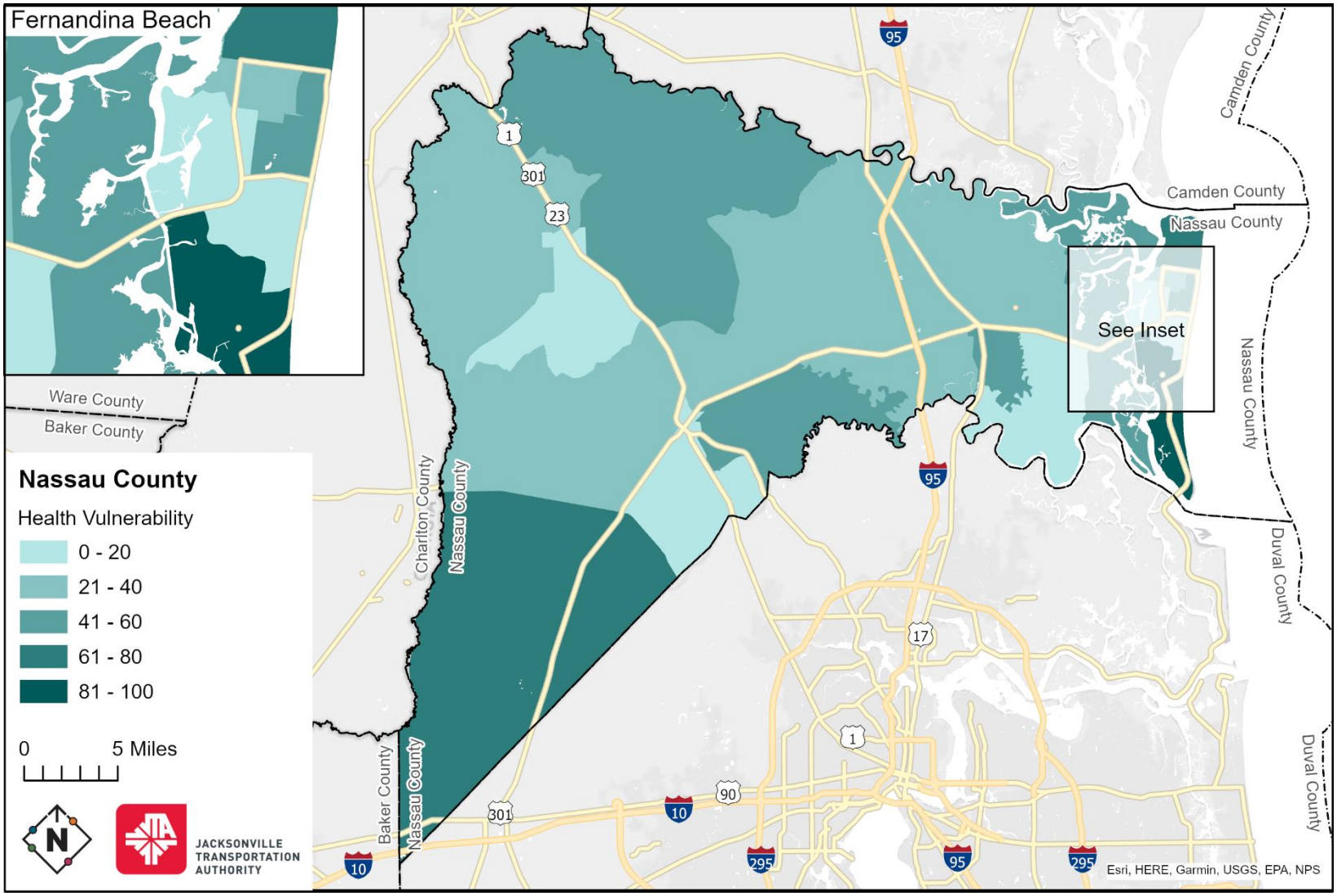


Figure 2-30: Health Vulnerability - Nassau County



2.3.3. Environmental Safety

The Environmental Safety score measures pollution exposure burdens for several types of pollution resulting from the built environment and nearby land uses. The score uses an extensive list of factors, including:

- Levels of ozone and PM 2.5 (inhalable particles measuring 2.5 micrometers and smaller)
- Diesel particulate matter
- Air toxics cancer risk
- Proximity to hazardous sites, toxic release sites, treatment and disposal sites, sites requiring a Risk Management Program as outlined in the Clean Air Act, coal and lead mines, high-volume roads, railways, airports, and ports
- Impaired surface water
- Pre-1980 housing which may have lead-based paint and other environmental hazards

Data sources for this analysis include the US Environmental Protection Agency, the National Aeronautics and Space Administration, the Bureau of Transportation Statistics, and the US Department of Labor.

The Environmental Safety risk percentile rank scores of the census tracts in the JTA service area compared with all other Florida census tracts are shown in **Figure 2-31, Figure 2-32**, and **Figure 2-33** for Duval, Clay, and Nassau counties, respectively. Environmental Safety risk is highest in the denser, more urban parts of each county.

As shown in **Figure 2-31**, Duval County's areas with the highest Environmental Safety risk are in the Kennel Club, Robinson's Addition, Mixon Town, and Springfield neighborhoods of Jacksonville. Many of the census tracts inside of I-295 score higher than the tracts outside of I-295 towards the periphery of the county.

The northeastern area of Clay County scores higher for Environmental Safety risk than the more rural areas of the county to the south and west. As shown in **Figure 2-32**, Clay County's areas with the highest Environmental Safety risk are in the Orange Park and Bellair-Meadowbrook Terrace areas.

Environmental Safety risk is highest in the eastern part of Nassau County, while the western census tracts score low for this index. The Yulee area has a moderate score, while Census tracts with the highest Environmental Safety risk are mainly concentrated in the Fernandina Beach/Amelia Island area of the county. **Figure 2-33** maps Nassau County's tracts with Environmental Safety risk.

Figure 2-31: Environmental Safety Risk – Duval County

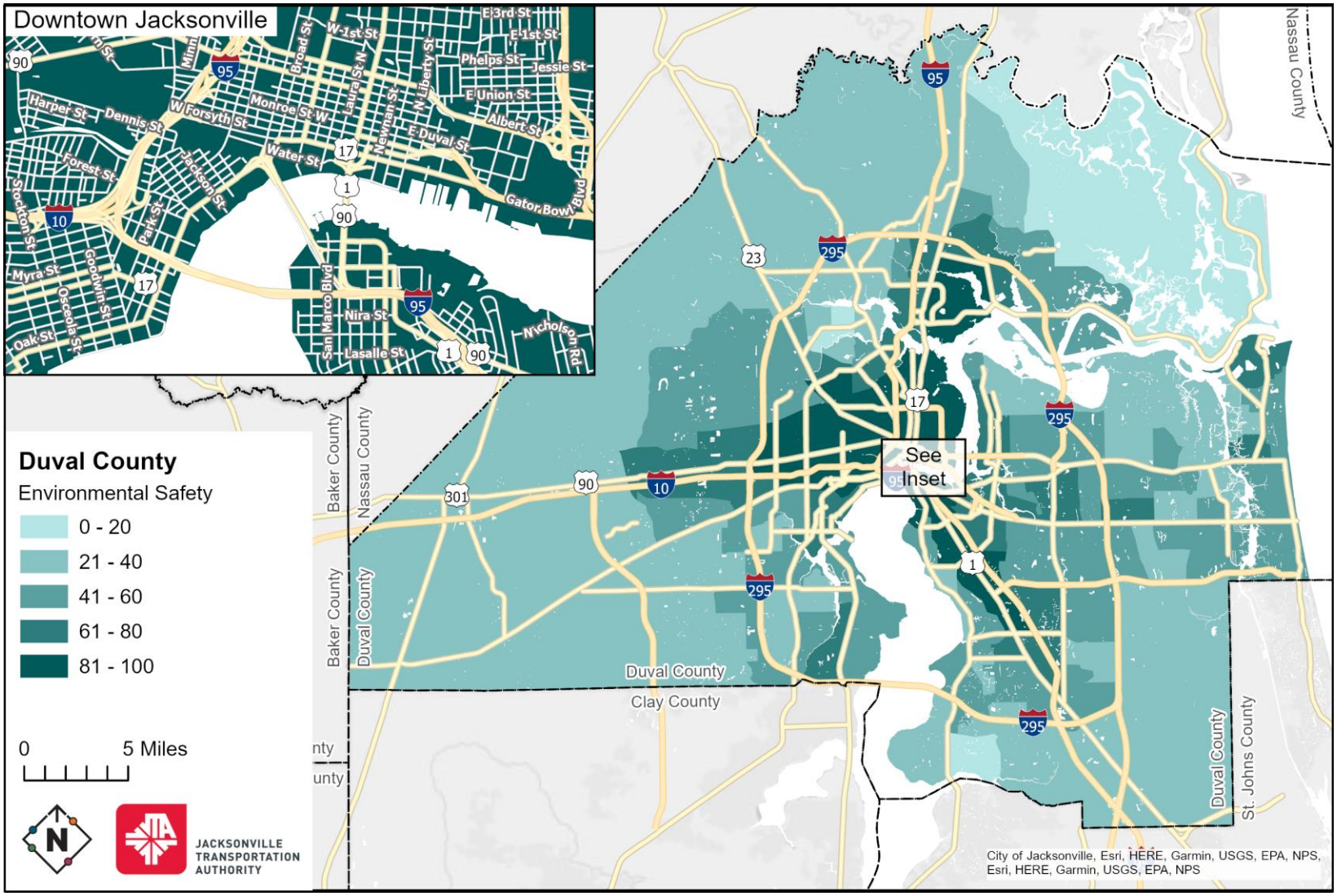


Figure 2-32: Environmental Safety Risk – Clay County

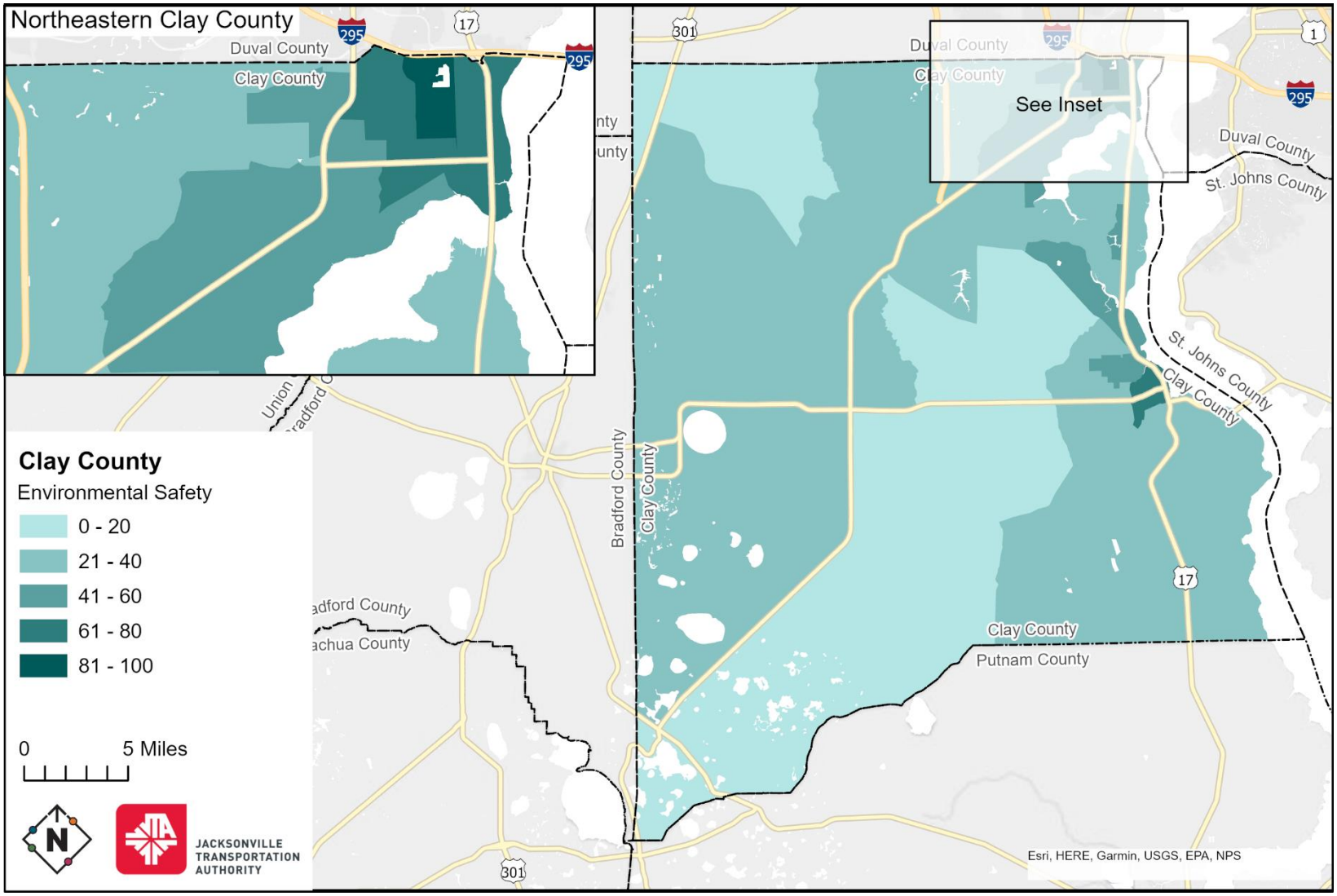
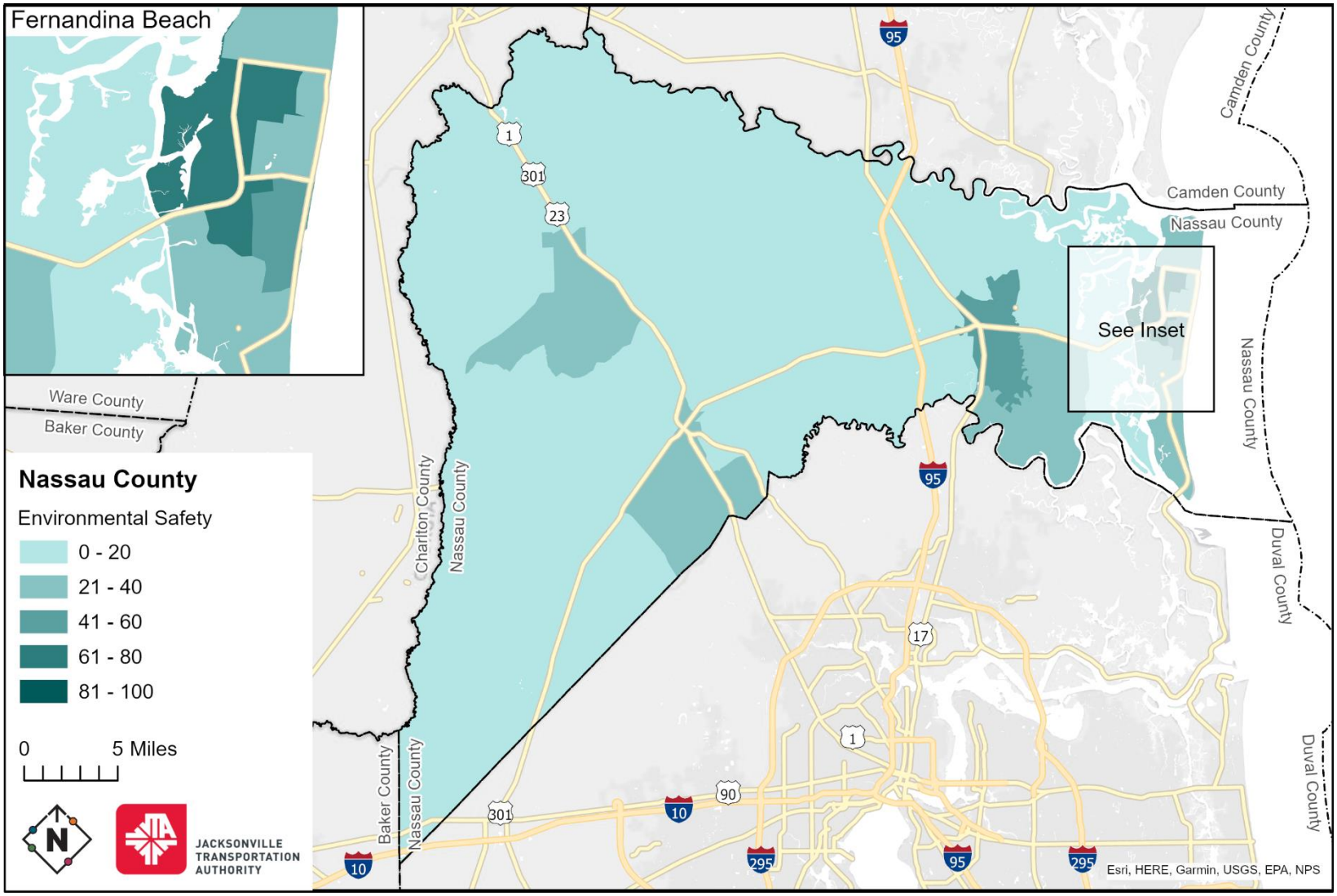


Figure 2-33: Environmental Safety Risk - Nassau County



2.3.4. Economic and Social Disadvantage

The Economic and Social Disadvantage score is a measure of unfavorable social conditions in an area, based on housing, income, access to utilities, education, and other factors. The score is calculated using several indicators:

- Socioeconomic status, including percentage of people living below the 200% federal poverty line, people with no high school diploma, unemployment, percentage of people that rent their home, housing cost burden, uninsured percentage, lack of internet access, and endemic income inequality.
- Household characteristics, including population over 65 and under 17, disability, limited English proficiency, and mobile homes.

This analysis is based on data from the American Community Survey and the US Department of Housing and Urban Development.

The Economic and Social Disadvantage percentile rank scores of the census tracts in the JTA service area compared with all other Florida census tracts are shown in **Figure 2-34, Figure 2-35,** and **Figure 2-36,** for Duval, Clay, and Nassau counties, respectively.

Areas in the western part of Duval County score higher than areas in the eastern part of the county for the Economic and Social Disadvantage index. As shown in **Figure 2-34**, Duval County's areas with the highest Economic and Social Disadvantage are in the Panama Park, Springfield, Phoenix, Fairfield, Hogan's Creek, and San Jose neighborhoods of Jacksonville.

Economic and Social Disadvantage in Clay County is lower in census tracts located closer to Duval County and higher in census tracts to the south and west of the county. As shown in **Figure 2-35**, Clay County's areas with the highest Social Vulnerability are in the Keystone Heights area.

Similar to Duval and Clay counties, Economic and Social Disadvantage varies throughout Nassau County. Census tracts in the western part of Nassau County have higher Economic and Social Disadvantage scores, with some bordering communities in Duval County with similar scores. Two tracts in the central part of the county score low on this index, as do some census tracts near Yulee and parts of Amelia Island. As shown in **Figure 2-36**, Nassau County's areas with the highest Economic and Social Disadvantage include parts of Fernandina Beach, Yulee, Ratliff, Callahan, and Kent.

Figure 2-34: Economic and Social Disadvantage – Duval County

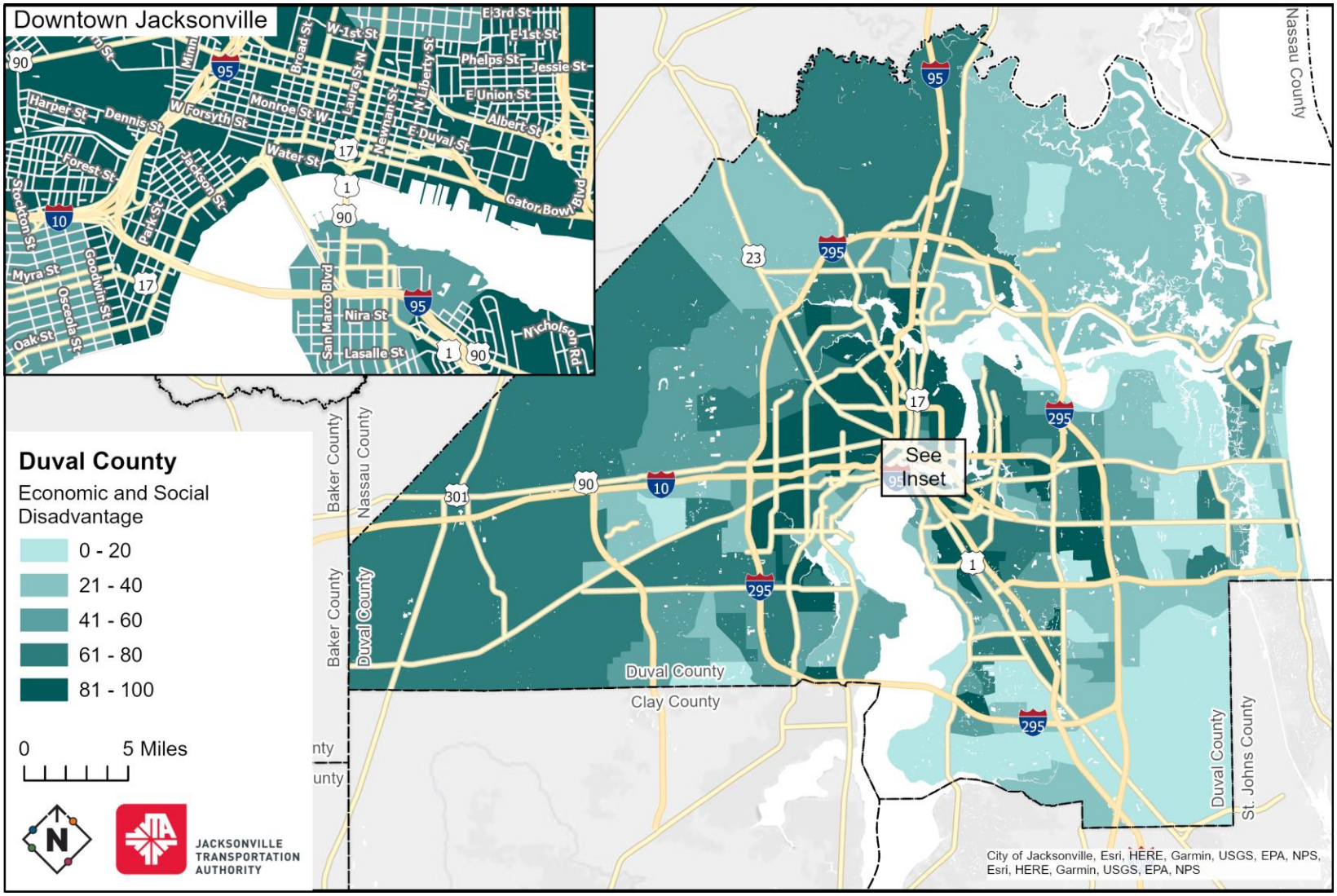


Figure 2-35: Economic and Social Disadvantage – Clay County

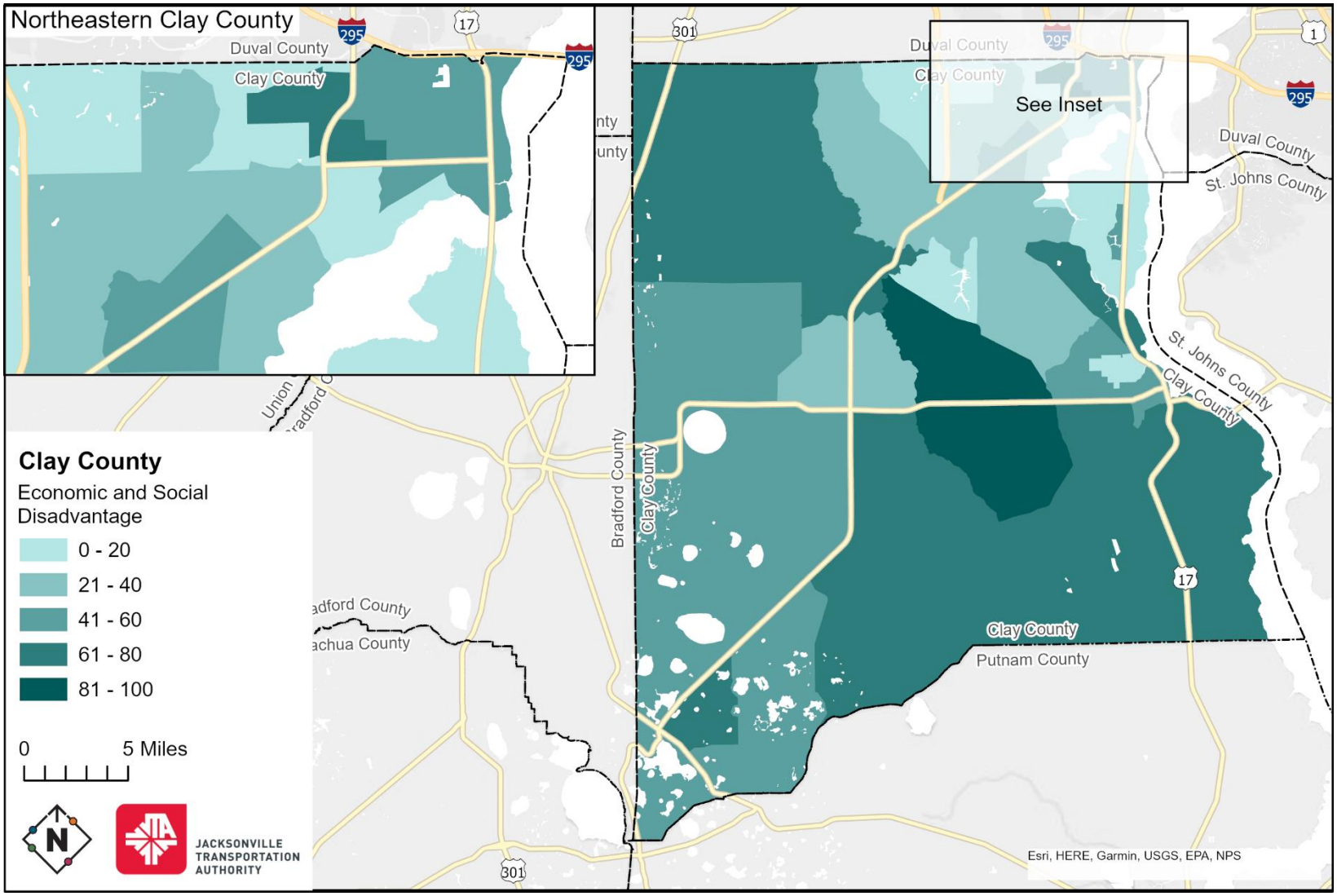
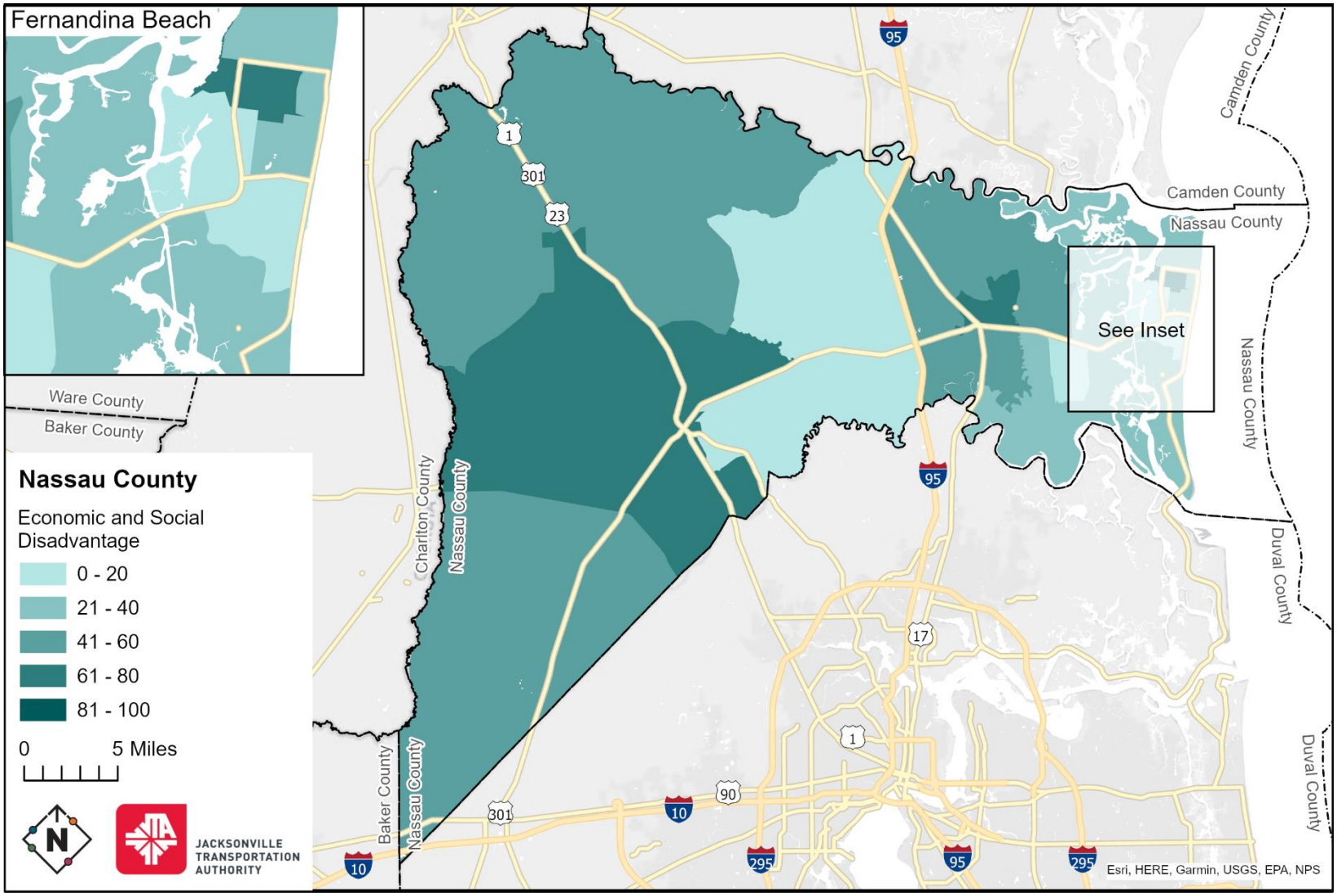


Figure 2-36: Economic and Social Disadvantage – Nassau County



2.3.5. Natural Disaster Resilience

The Natural Disaster Resilience score measures the expected cost burden of and risk exposure to future natural disasters and extreme weather events. The score is established using several indicators:

- Annualized hazard losses, which are the average dollar-measured economic loss from natural hazards each year
- Impervious surfaces
- Future extreme weather risk from weather events including increased and more intense hot days, rainy days, dry days, and coastal inundation

This analysis used data from the Federal Emergency Management Administration, the US Department of the Interior, the National Oceanic and Atmospheric Administration, and the US Geological Survey.

The Natural Disaster Resilience percentile rank scores of the census tracts in the JTA service area compared with all other Florida census tracts are shown in **Figure 2-37, Figure 2-38,** and **Figure 2-39** for Duval, Clay, and Nassau counties, respectively. Some areas closer to bodies of water scored higher for this risk index in all three counties, as well as more dense, urban areas.

In Duval County, areas scoring highest for Natural Disaster Resilience risk are located centrally in Jacksonville, as well as along the coast. As shown in **Figure 2-37**, Duval County's areas with the highest Climate and Disaster Risk Burden are in the Normandy, Hogan's Creek, Springfield, Royal Lakes neighborhoods of Jacksonville, as well as Jacksonville Beach.

Most of Clay County scores low to moderate for Natural Disaster Resilience risk. As shown in **Figure 2-38**, Clay County's areas with the highest Natural Disaster Resilience risk are in the Bellair-Meadowbrook Terrace and Lakeside areas in the northeastern part of the county.

Unlike Duval and Clay counties, no tracts in Nassau County score as having a disproportionate burden for Natural Disaster Resilience risk. Nassau County's tracts score between low and moderate, with higher scoring areas along the coast in Fernandina Beach and Amelia Island, and in the more rural southwest Nassau County. **Figure 2-37** maps Natural Disaster Resilience risk for Nassau County.

Figure 2-37: Natural Disaster Resilience Risk – Duval County

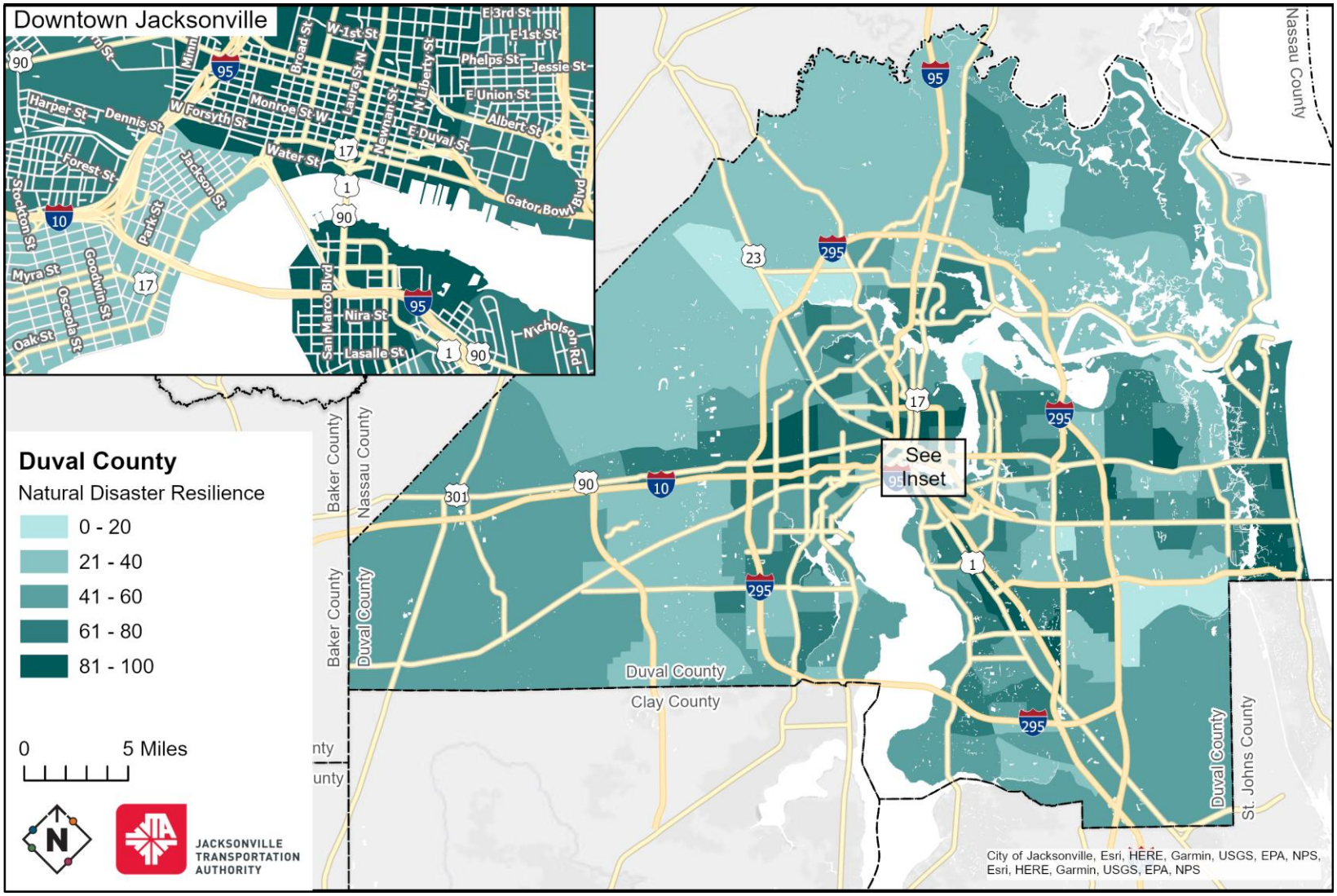


Figure 2-38: Natural Disaster Resilience Risk – Clay County

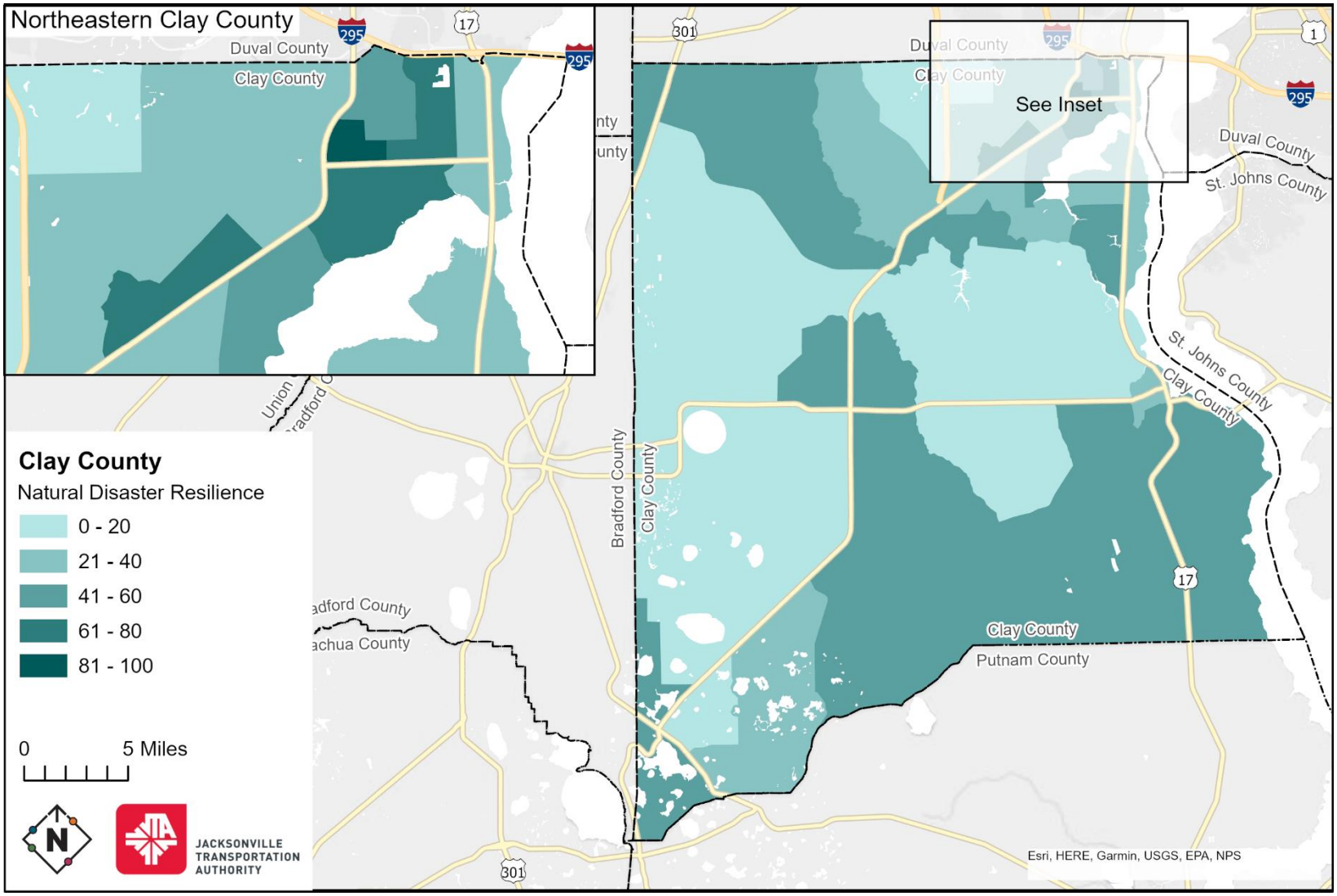
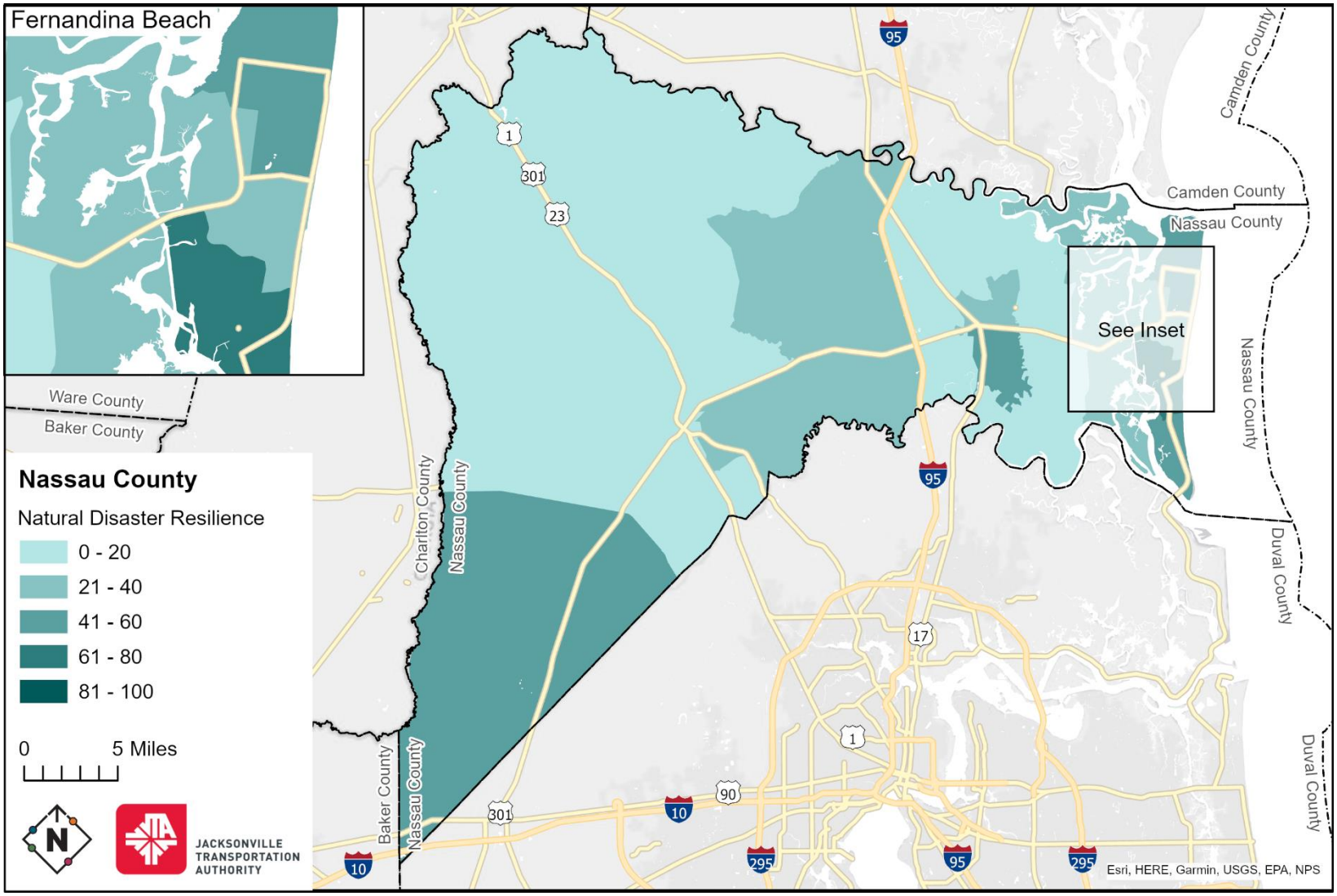


Figure 2-39: Natural Disaster Resilience Risk - Nassau County



2.3.6. Transit Areas of Opportunity

The concept of a transit area of opportunity combines and normalizes the scores of each of the components described in the previous sections. **Table 2-12** displays the JTA service area's at-risk population for each fairness, access and representation component. Environmental Safety is the component of risk affecting the most people in the JTA service, at approximately 557,000 people.

Table 2-12: Component At-Risk Opportunity Populations

Transportation Access and Safety At-Risk Population	Health Vulnerability At-Risk Population	Environmental Safety At-Risk Population	Economic and Socially Disadvantaged Population	Natural Disaster Resilience At-Risk Population
428,129	415,680	557,007	348,783	272,978

Figure 2-40, Figure 2-41, and **Figure 2-42** visualize the JTA service area's population and the census tracts which are considered most at risk (those scoring above the 65th percentile) in Duval, Clay, and Nassau counties, respectively. These areas should be considered significant opportunities for transit to advance the public good by providing access to jobs and other services. The population living in opportunity census tracts in the JTA service area is approximately 393,000 people. While each county has some contiguous areas of opportunity, these areas are not uniformly located across the three counties.

In Duval County, opportunity communities are located in the more rural parts of the county to the west and the north, including some which border both Clay County and Nassau County. Census tracts surrounding Downtown Jacksonville also score as significant opportunities. **Figure 2-40** maps significant opportunities in Duval County.

As seen in **Figure 2-41**, Clay County has a higher concentration of opportunity census tracts in the southern, northeastern, and northwestern portions of the county. Some opportunity census tracts in northeastern and northwestern Clay County border opportunity tracts in Duval County, further highlighting the importance of serving these communities with transportation services.

Most of Nassau County does not score as a significant opportunity. As seen in **Figure 2-42**, Nassau County has significant opportunity in Fernandina Beach, Yulee, and the southwestern part of the county bordering Duval County including Bryceville. Southwestern Nassau County borders opportunity tracts in Duval County, highlighting the regional importance of transportation services to this area.

Figure 2-40: Transit Areas of Opportunity – Duval County

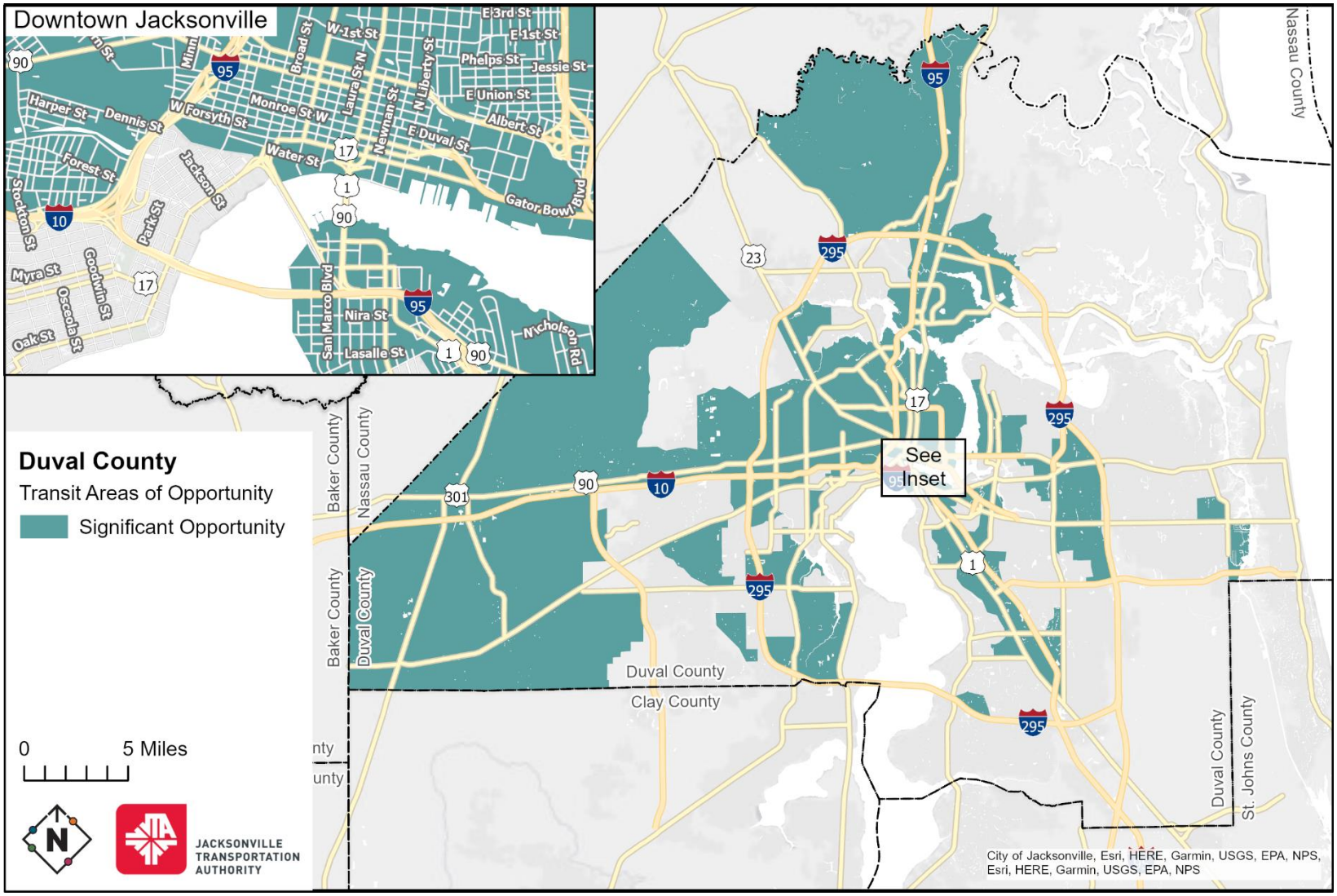


Figure 2-41: Transit Areas of Opportunity – Clay County

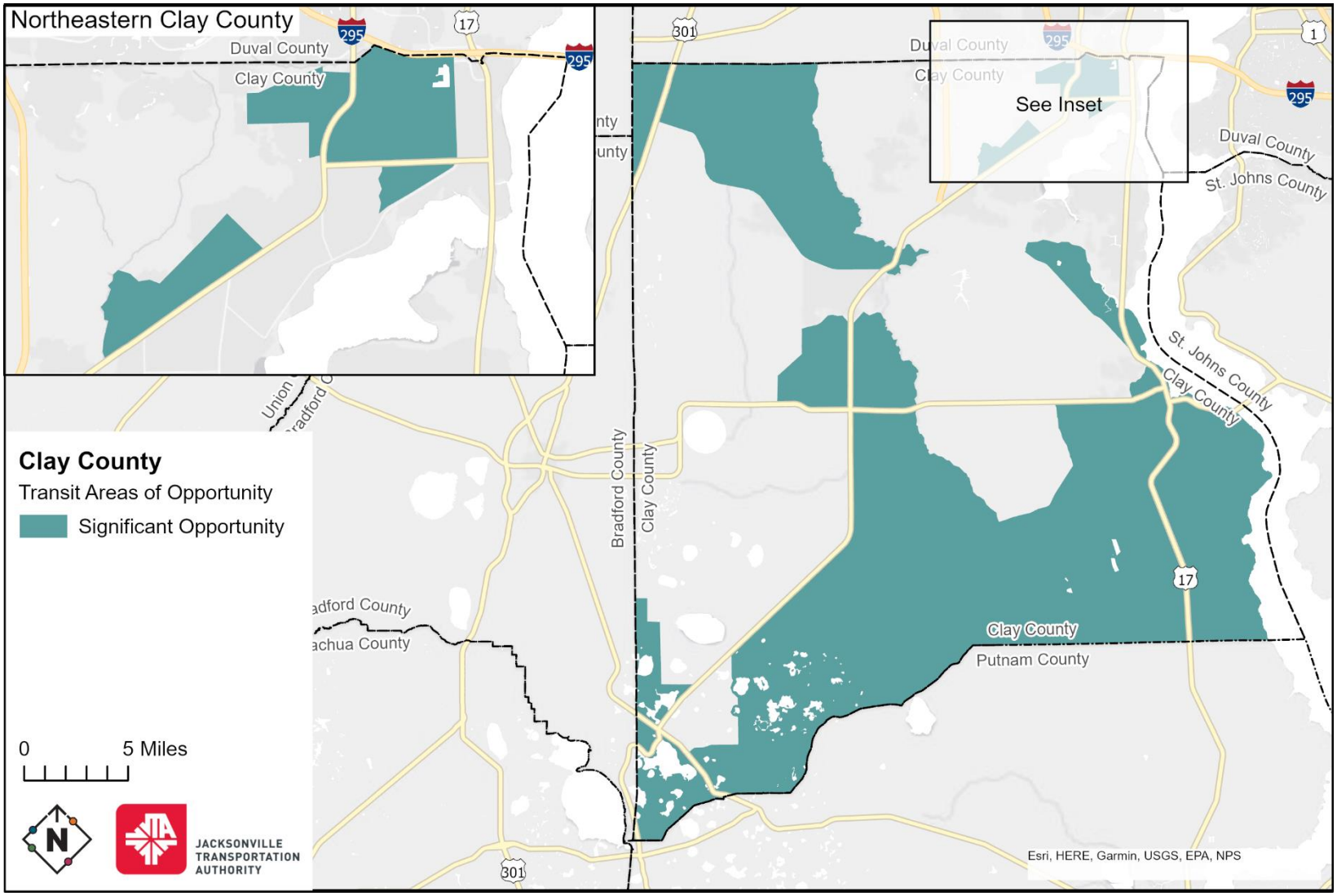
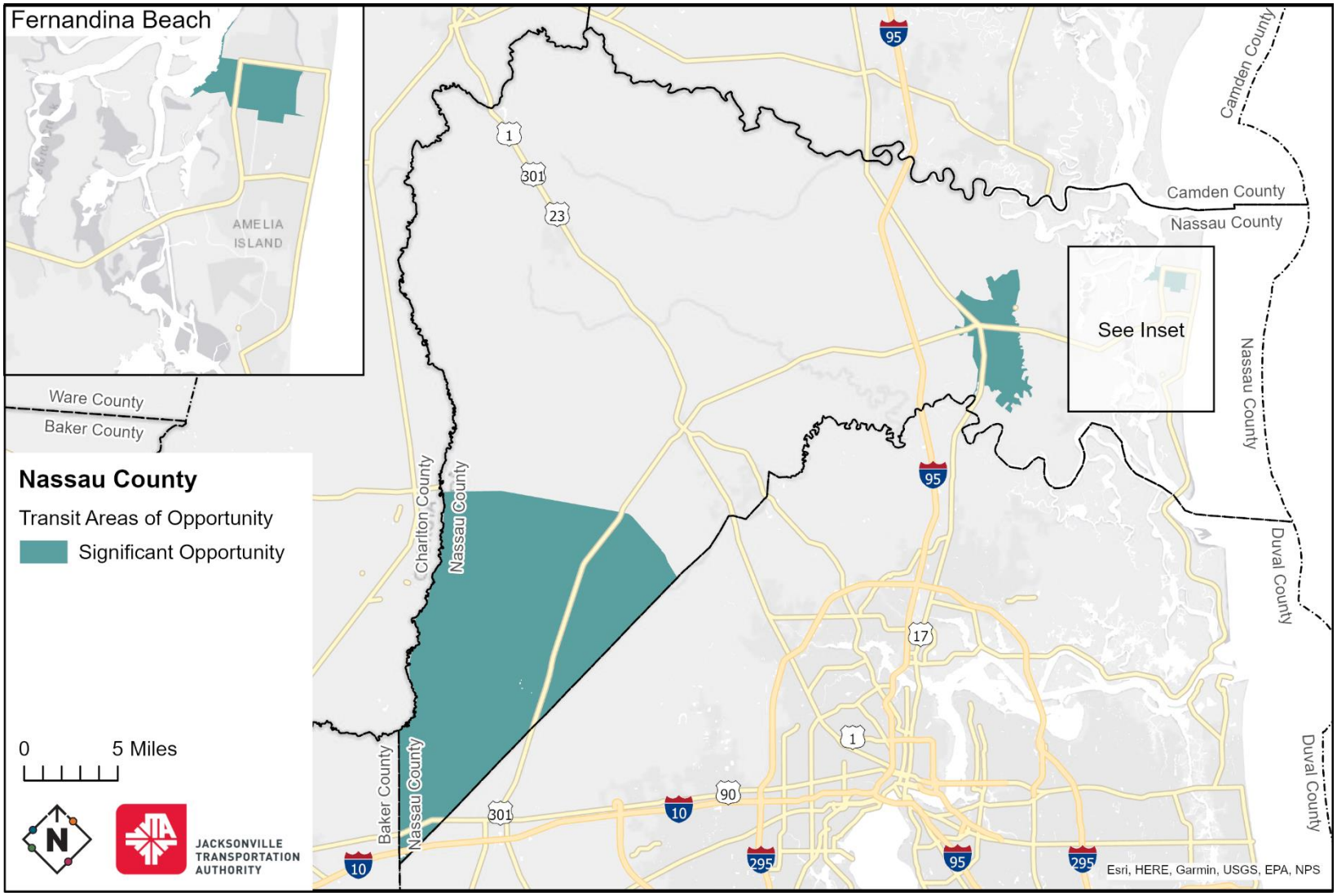


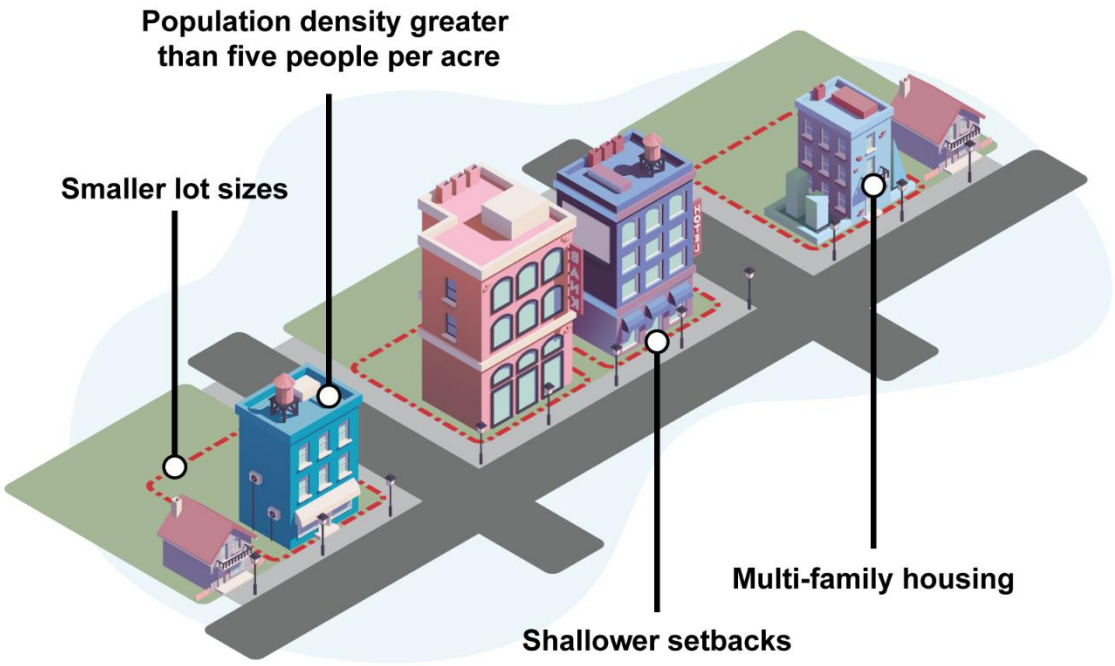
Figure 2-42: Transit Areas of Opportunity – Nassau County



2.4. Demographic and Employment Spatial Analysis

Transit use depends in large part on population density; density greater than five people per acre is generally needed to support fixed-route transit service. The closer destinations are to each other, the more useful walking, bicycling, and transit become to people living and working in each neighborhood. High-density neighborhoods often have more multi-family housing, smaller lot sizes, and shallower setbacks combined with less space dedicated to parking. As a result of these characteristics, density is a key indicator of transit propensity. **Figure 2-43** illustrates the density and land use characteristics of neighborhoods that typically support fixed-route transit.

Figure 2-43: Transit-supportive density characteristics



2.4.1. Duval County Transit Potential

Population Density

Approximately 1,001,650 people live in Duval County. **Figure 2-44** shows Duval County's current population density. Duval County is largely characterized by low to moderate population density per acre, with pockets of higher population density occurring in downtown Jacksonville, Riverside, Arlington, and Jacksonville Beach. **Figure 2-45** visualizes projected population density in 2045 for Duval County, which predicts some increasing population density in areas of Downtown Jacksonville, particularly the Five Points and Southbank neighborhoods.

Employment Density

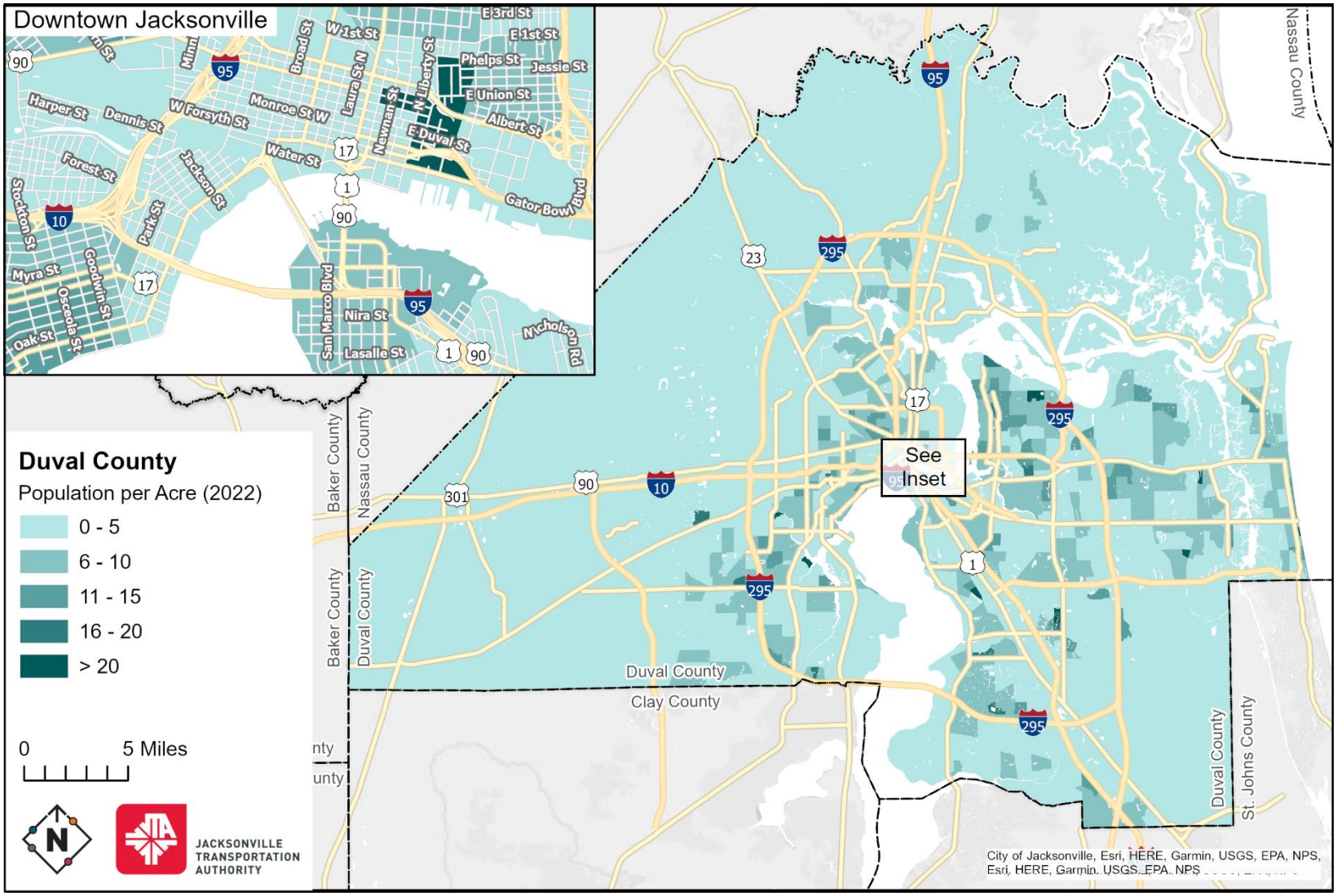
Figure 2-46 shows the current density of jobs per acre in Duval County, which is characterized by a low to moderate density of jobs per acre. Jobs density is highest in Downtown Jacksonville in the central business district. Some areas with moderate to moderate-high density of jobs include Deerwood, Regency, and the Mayo Clinic in the Southside.

Projections for future employment growth are important considerations for transportation planning. Transit agencies can use these projections to begin planning for service as areas grow, providing a baseline of transit service that can develop with the surrounding community. **Figure 2-47** maps the projected jobs density for Duval County in 2045. As shown on this map, jobs density is projected to increase in Downtown Jacksonville's Brooklyn, Riverside, Hogan's Creek, and Mixon Town neighborhoods.

Population and Employment Density

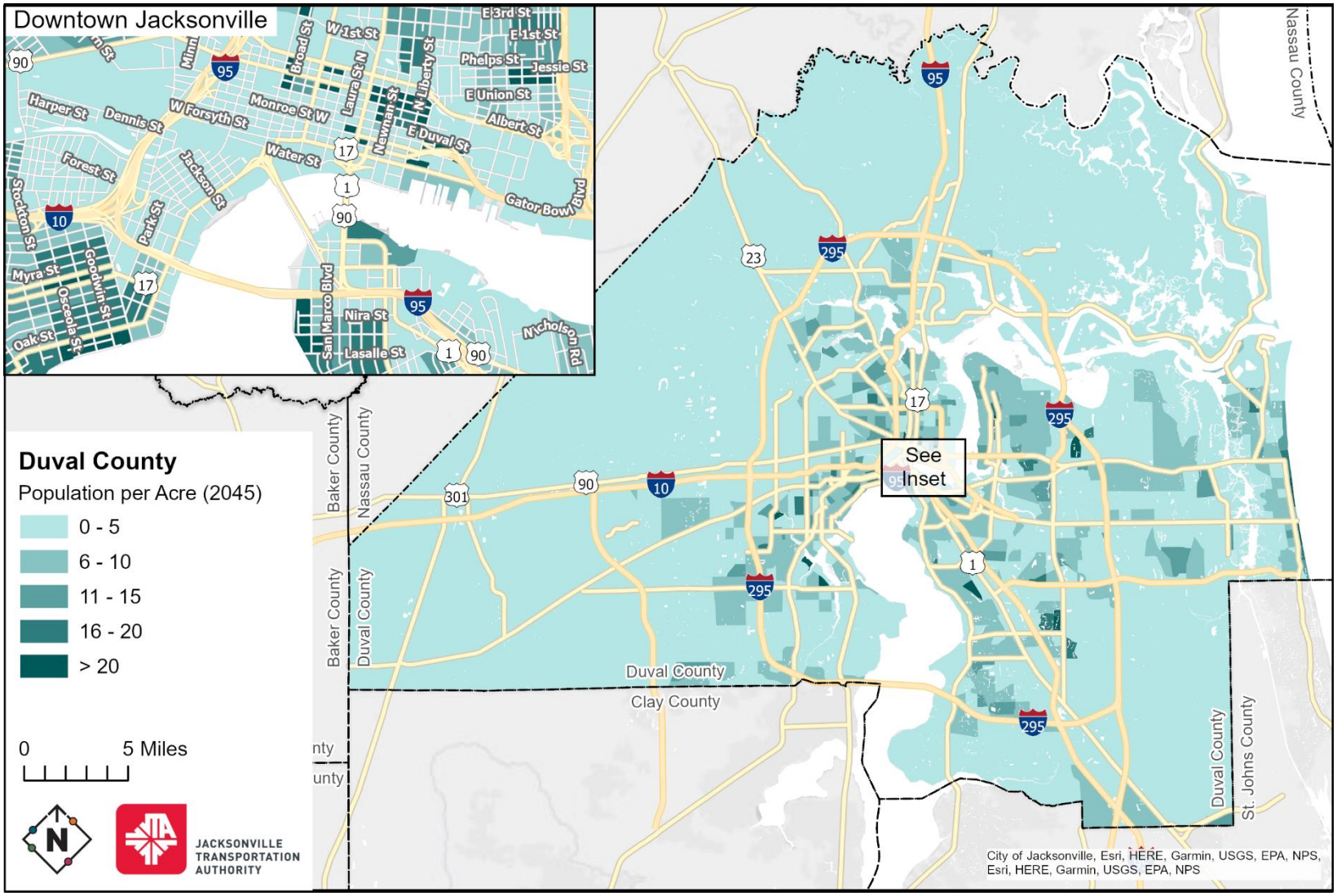
Understanding where residential and commercial real estate development is expected to intensify across the JTA service area is important as it is a predictor of where transit demand will grow. Maps showing the expected change in development intensity between 2024 and 2034 reflect the 10-year horizon of the TDP. These maps reflect the combined total of population and employment growth, thereby indicating where transportation demand as a function of other purposes is expected to grow the most. Duval County is expected to experience the largest increases in development intensity in Downtown, Brooklyn, and Midtown areas of Jacksonville. **Figure 2-48** maps the change in development intensity in Duval County.

Figure 2-44: Population Density – Duval County (2022)



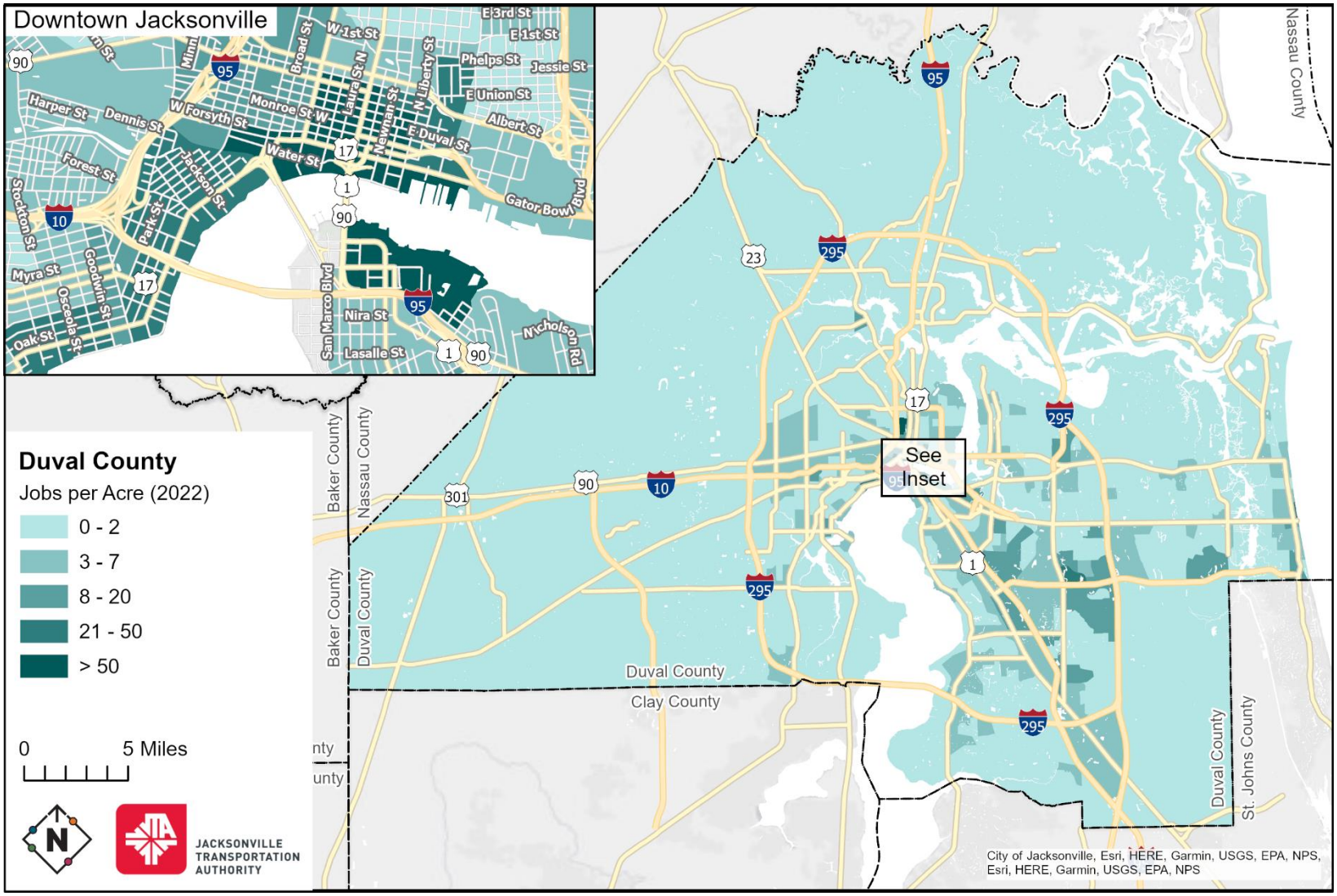
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-45: Population Density – Duval County (2045)



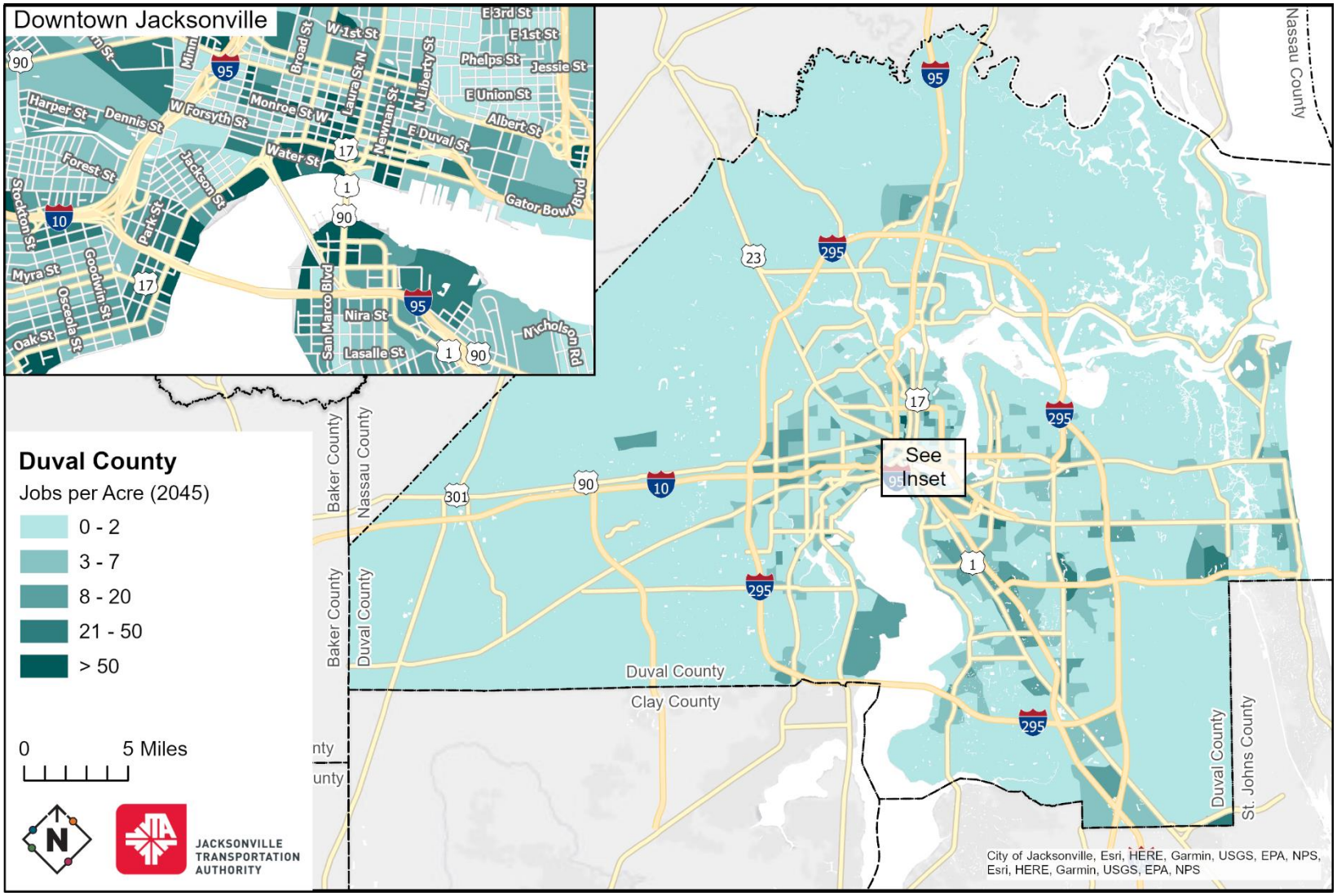
Source: Northeast Regional Planning Model

Figure 2-46: Job Density – Duval County (2022)



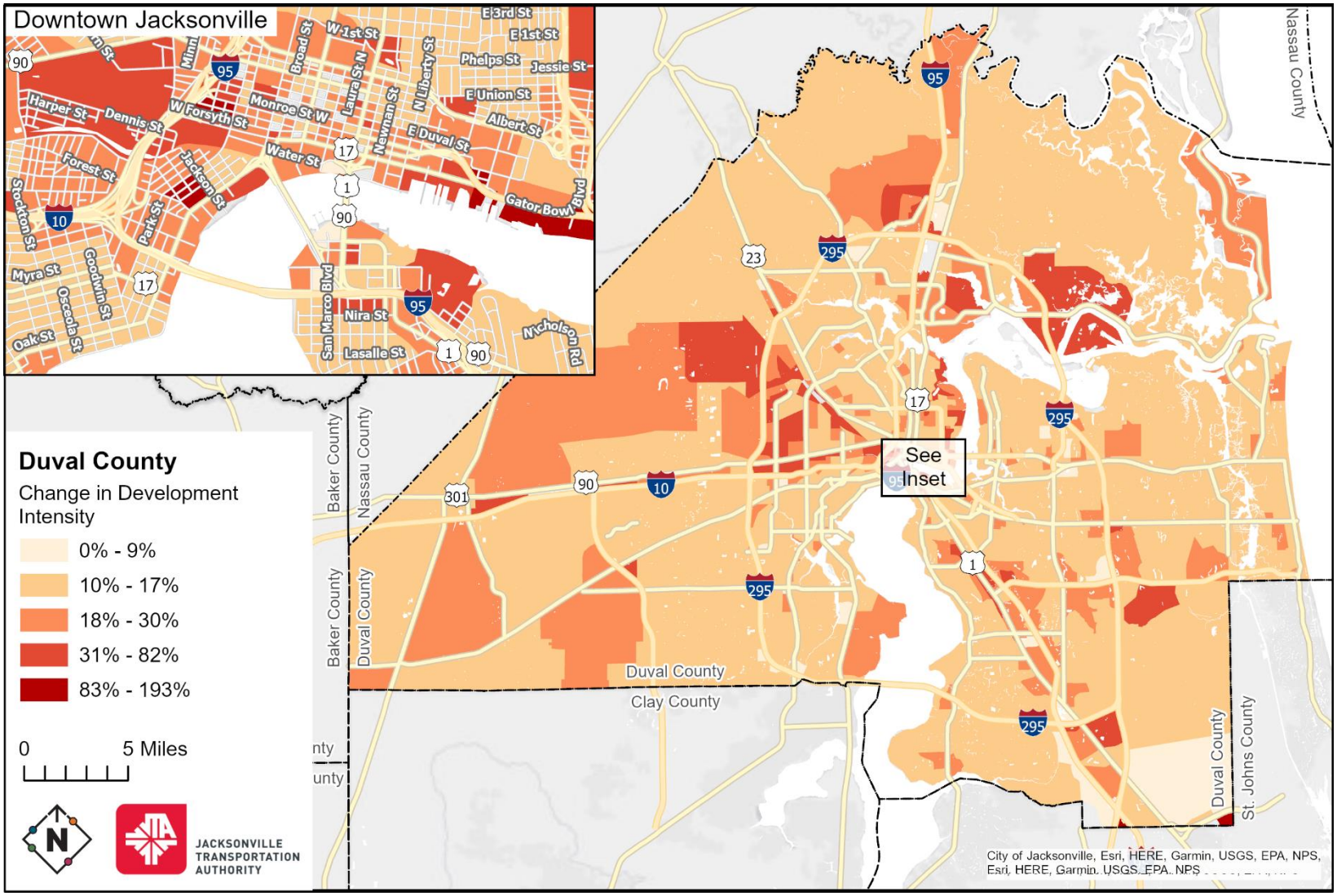
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-47: Job Density – Duval County (2045)



Source: Northeast Regional Planning Model (NERPM)

Figure 2-48: Change in Development Intensity - Duval County



Source: Northeast Regional Planning Model (NERPM)

2.4.2. Duval County Transit Propensity

Transit-Oriented Populations Origin Index

The Transit-Oriented Population index identifies areas with higher numbers and concentrations of potential transit dependent customers, to highlight areas throughout the service area that need or demand transit. The index is constructed from various demographic statistics in five categories: population (including race and ethnicity), age, income, vehicle ownership, and disability status. After scoring each Census block group in these categories, the scores are weighted and combined to create the overall Transit-Oriented Population index. **Table 2-13** shows the weights used for each demographic input in the Transit-Oriented Population Index. Weights were established from research on the likelihood of different population groups to use transit.

Table 2-13: Transit-Oriented Population Index

Category	Weight
Population (General / Minority)	30
Vehicle Ownership (Zero / One Car)	30
Income (Less than 150% of Poverty Line)	20
Age (Youth / Senior)	10
Disability Status (Yes)	10

Generally, block groups in Duval County score higher on the Transit-Oriented Population Index in proximity to Downtown Jacksonville. Neighborhoods like Moncrief Park, Magnolia Gardens, and Lake Forest Hills have score high on the Transit-Oriented Population Propensity Index. The more rural parts of Duval County score in the lowest categories. **Figure 2-49** maps the results of the index for Duval County.

Commuter Origin Index

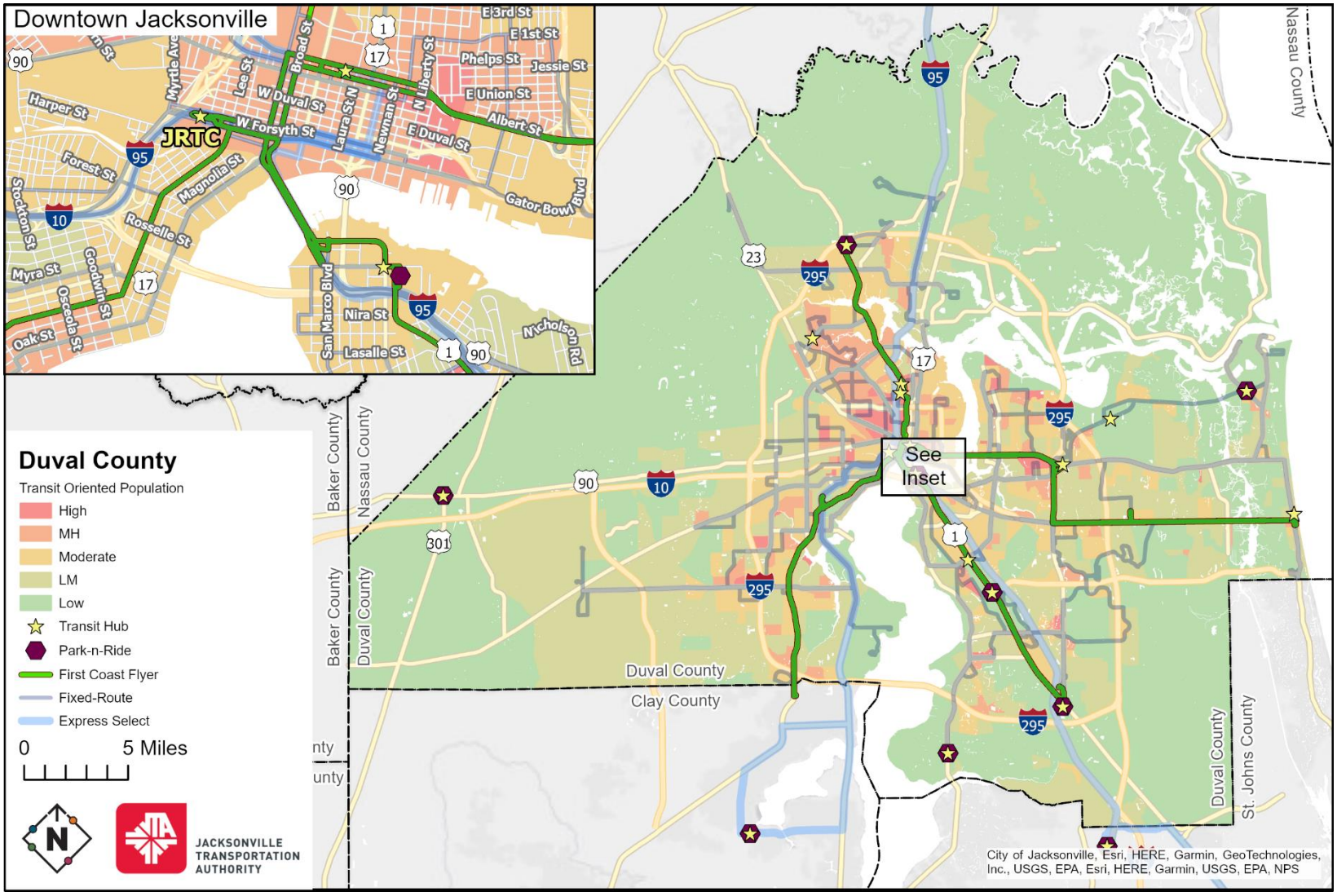
The Commuter Origin Propensity Index includes two inputs: work commuters, and work commuters who take public transit. The labor force category comprises the population in the labor force who are over age 16, the population employed and over the age of 16, and workers over the age of 16 who commute to work. Non-single occupancy vehicle (SOV) commuters are work commuters who walk, bike, take public transit, or carpool for their commute.

Table 2-14: Commuter Origin Propensity Index

Category	Weight
Labor Force	70
Non-Single Occupancy Vehicle (SOV) Commuters	30

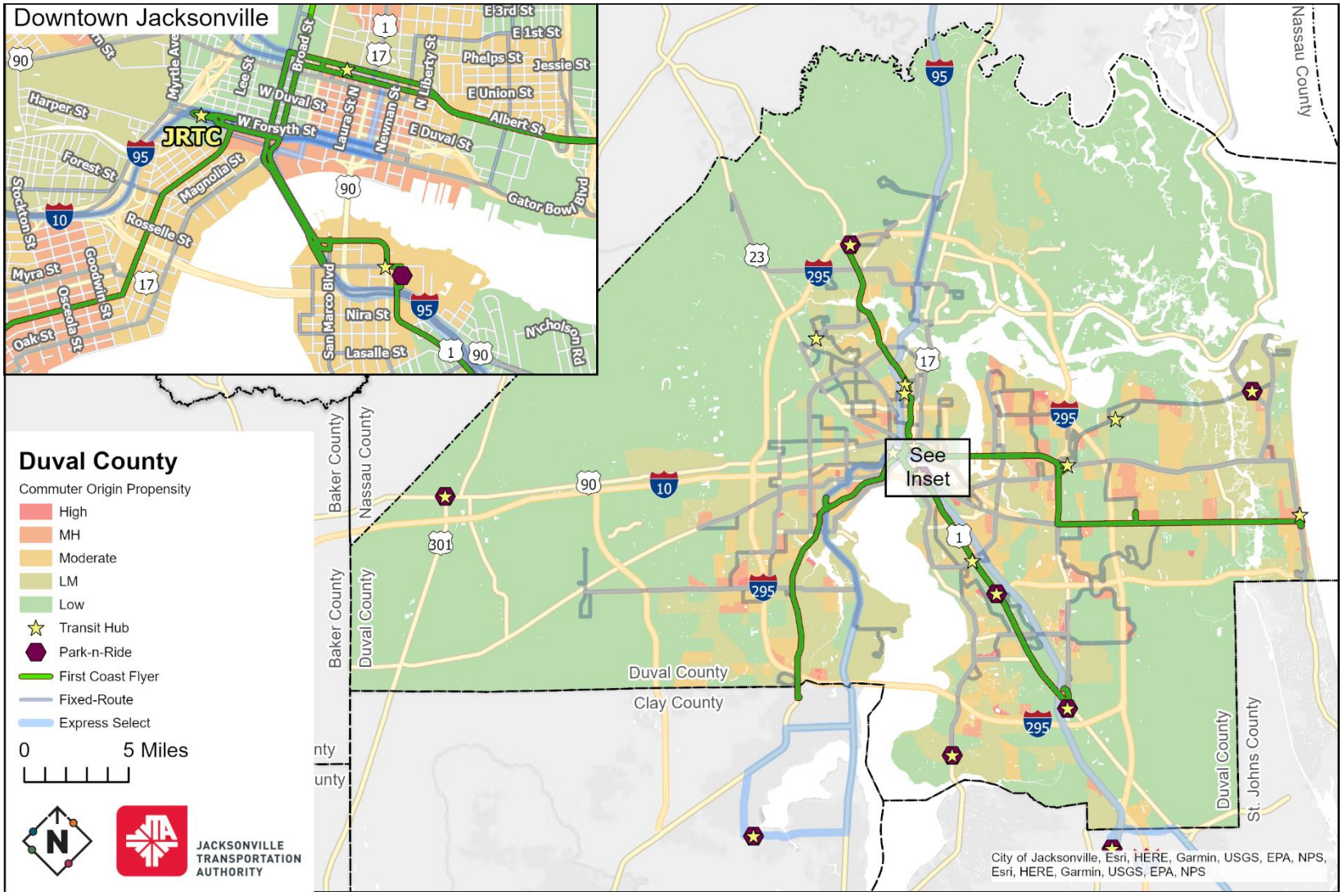
Figure 2-50 displays the results of the Commuter Origin Propensity Index for Duval County. The rural areas of Duval County outside of Jacksonville score low on this index. Areas in Downtown Jacksonville score high on this index, such as Midtown and Brooklyn. Some communities outside of the central business district also score high on this index, including Jacksonville Heights, Baymeadows, Arlington, Ortega, and Mandarin Station.

Figure 2-49: Transit-Oriented Population Index – Duval County



Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-50: Commuter Origin Propensity Index – Duval County



Source: 2022 American Community Survey (ACS) 5-year Estimates

Employment Destination Index

Understanding the location of jobs enables transit agencies to serve work commuters and alleviate traffic congestion from single-occupancy vehicles during peak travel periods. The Employment Destination Propensity Index visualizes the location of total jobs at the block group level. As this is the only variable in this index, no weighting is assigned.

As a major regional jobs center, Downtown Jacksonville has the highest Employment Destination Propensity scores in Duval County. Some parts of southeast Jacksonville also score highly on this index, including Southpoint and Deerwood Center, Sans Pareil and Beach Haven, and the Bay Meadows-Royal Lakes-Deerwood area. Much of the county is characterized by low propensity for this index. **Figure 2-51** visualizes Duval County and the Employment Destination Propensity Index.

Activity Destination Index

The Activity Destination Propensity Index measures the degree to which certain types of commercial and public-sector activity will attract transit riders. The weights and data used for this index are displayed in **Figure 2-52.** Weights are determined by historical likelihood of different destination types to attract transit riders.

Table 2-15: Activity Destination Propensity Index

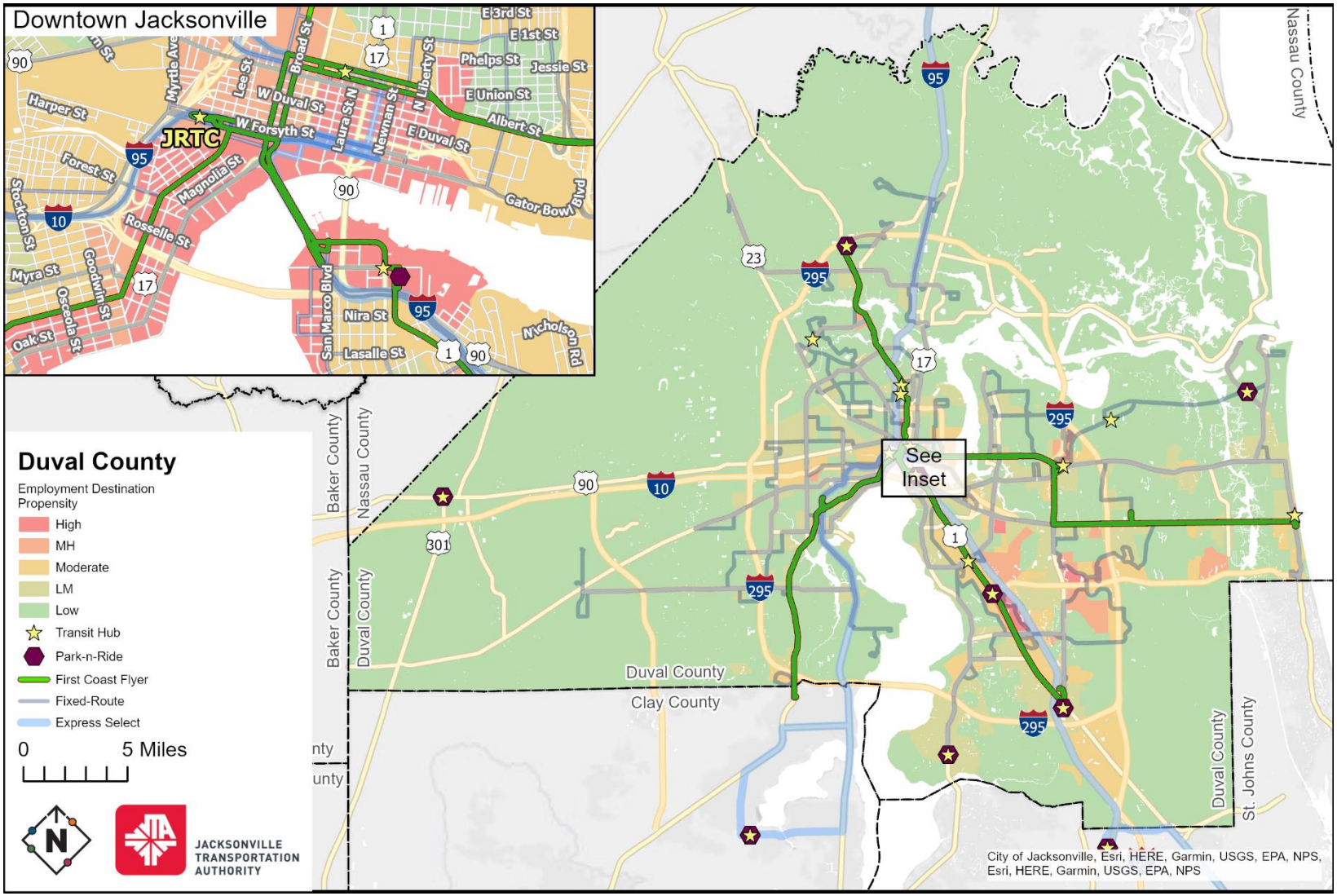
Category	Weight
Retail & Restaurants	30
Education	20
Healthcare	30
Entertainment & Recreation	10
Public Services & Government	10

Downtown Jacksonville and the adjacent neighborhoods of Brooklyn, Riverside, and Springfield score highly on this index. In eastern Jacksonville, the Windy Hill neighborhood scores highly, as well as the Jacksonville Beach area. **Figure 2-52** maps the results of the Activity Destination Propensity Index for Duval County.

Enhanced Transit Propensity

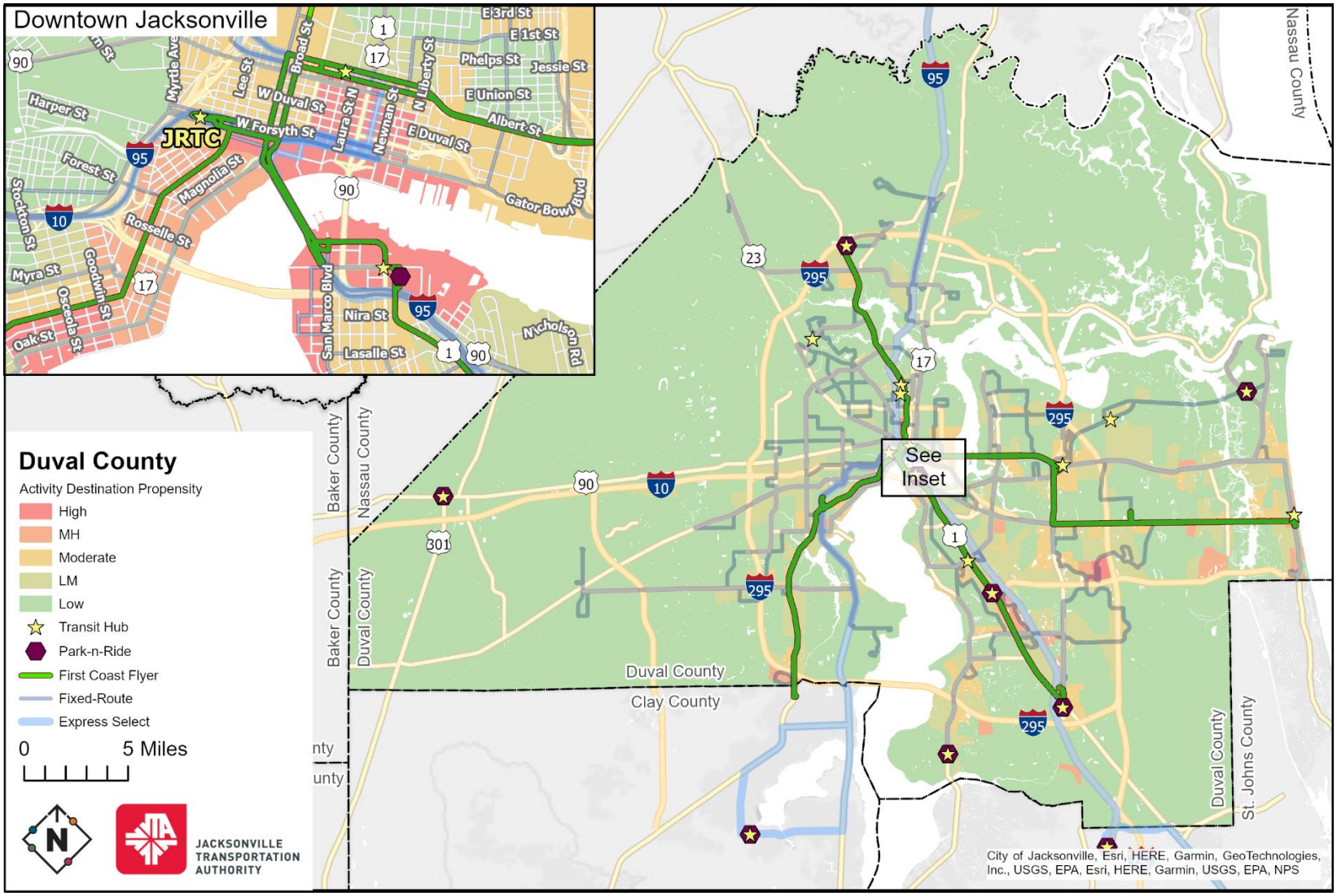
The Enhanced Transit Service Propensity Index measures block groups that consistently score highly by taking the maximum of the Transit-Oriented Populations Index and Commuter Origin Index, and the maximum of the Employment Destination Propensity Index and the Activity Destination Propensity Index and finding the average of these values. Block groups that score highly on this index are candidates for high-frequency transit service. In Duval County, block groups scoring highest are in Downtown Jacksonville and in the adjacent neighborhoods. The Windy Hill neighborhood and the Jacksonville Beach area also have high-scoring block groups for this index**.** **Figure 2-53** shows the results for Duval County's block groups.

Figure 2-51: Employment Destination Propensity Index – Duval County



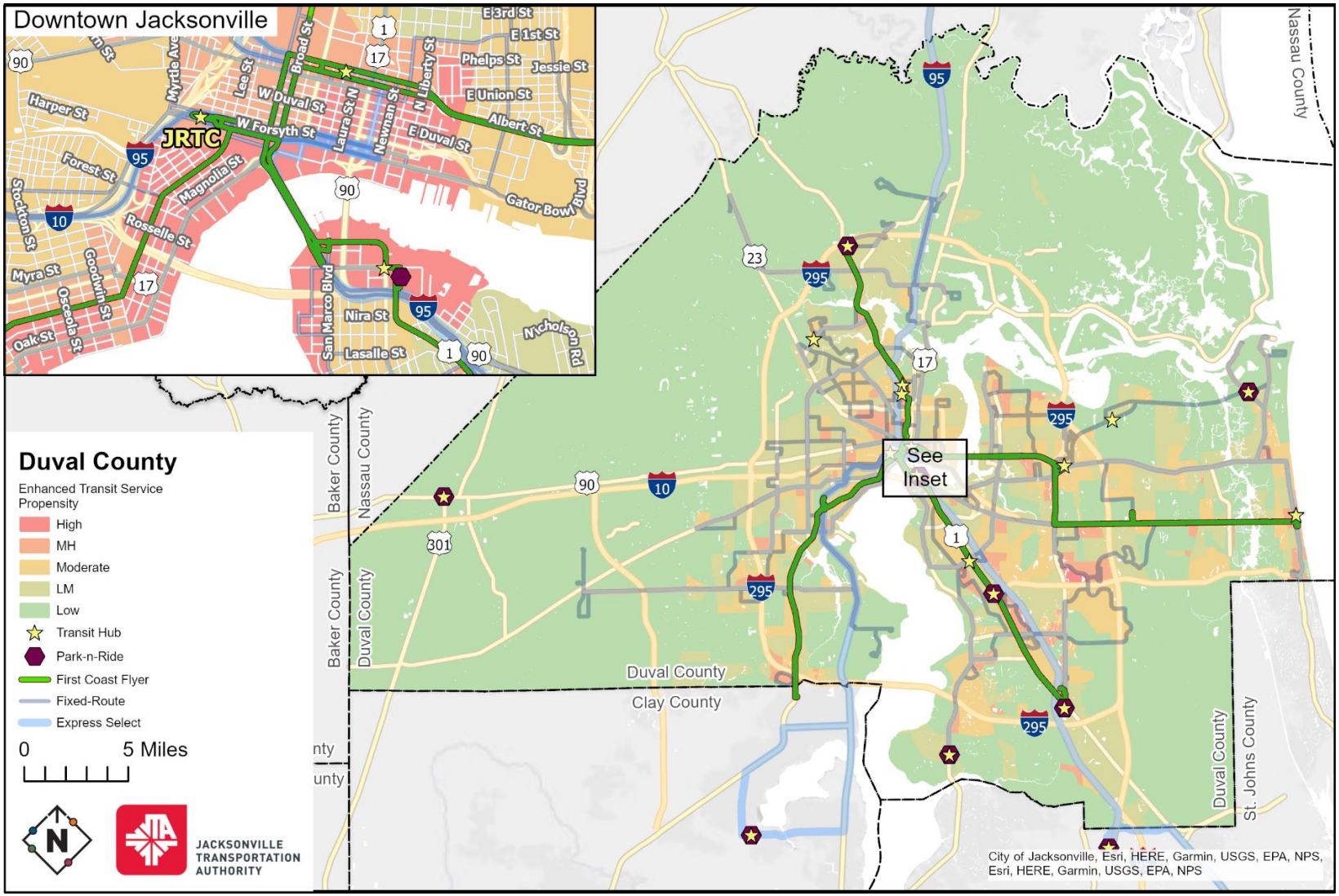
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-52: Activity Destination Propensity Index – Duval County



Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-53: Enhanced Transit Service Propensity Index – Duval County



Source: 2022 American Community Survey (ACS) 5-year Estimates

2.4.3. Clay County Transit Potential

Population Density

Clay County has a population of approximately 243,972 people. **Figure 2-54** shows the most current known population density for Clay County, which has a low to moderate population density per acre. Areas with moderate to moderate-high population density are in northeastern Clay County near Oakleaf Plantation, Bellair-Meadowbrook Terrace, and Lakeside. **Figure 2-55** maps estimate future population density in Clay County for 2045. As shown in this map, only minor change is expected to occur for Clay County's population density. Population density is projected to remain higher in the northeastern part of the county bordering Duval County.

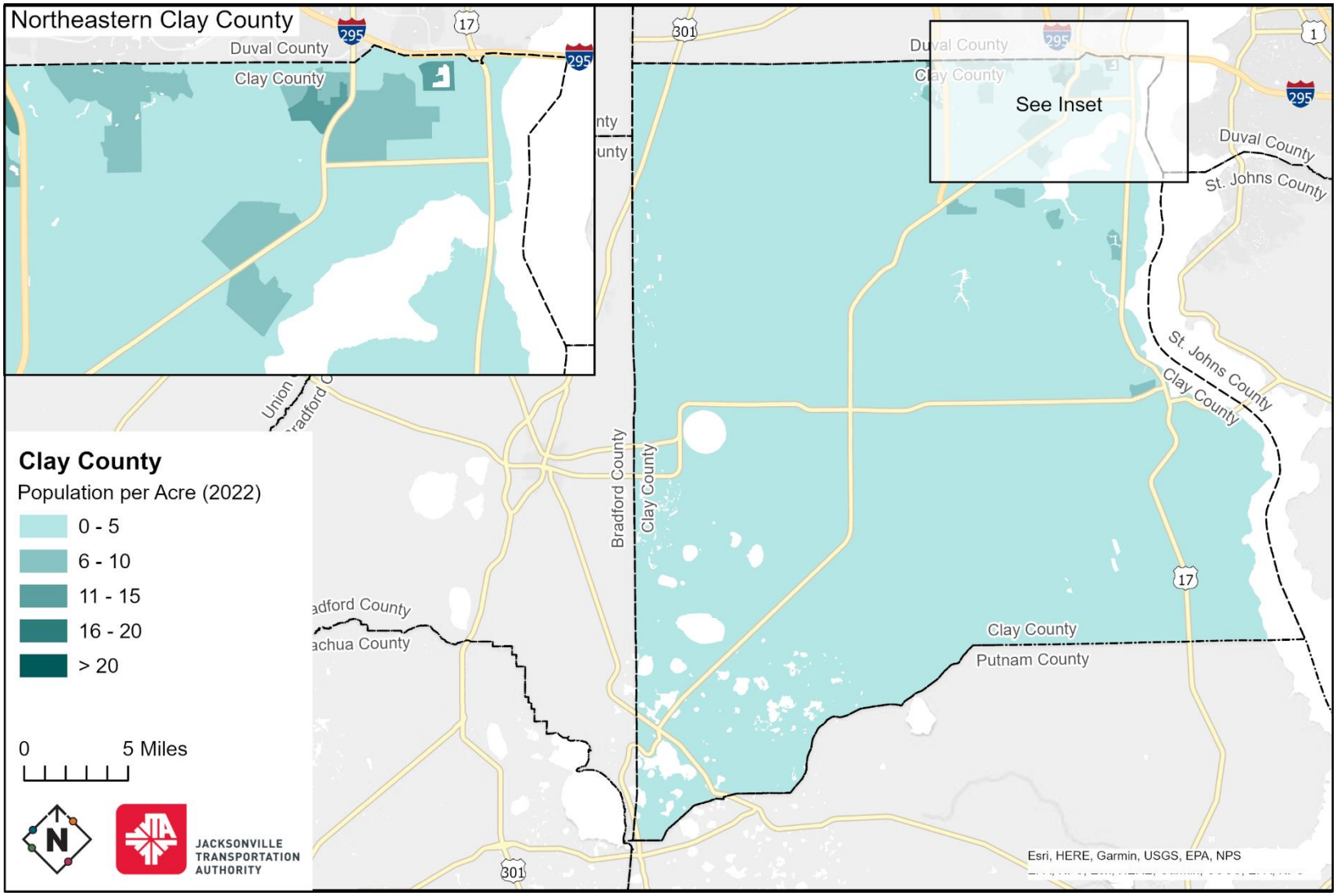
Employment Density

The density of jobs per acre is low throughout the majority of Clay County. Green Cove Springs, Bellair-Meadowbrook Terrace, Orange Park, and Lakeside are areas with higher densities of jobs per acre. **Figure 2-56** shows the density of jobs per acre in Clay County, which shows higher job densities in the northeastern part of the county. **Figure 2-57** displays Clay County's projected jobs density for 2045, which is expected to remain largely unchanged compared with 2022.

Population and Employment Density

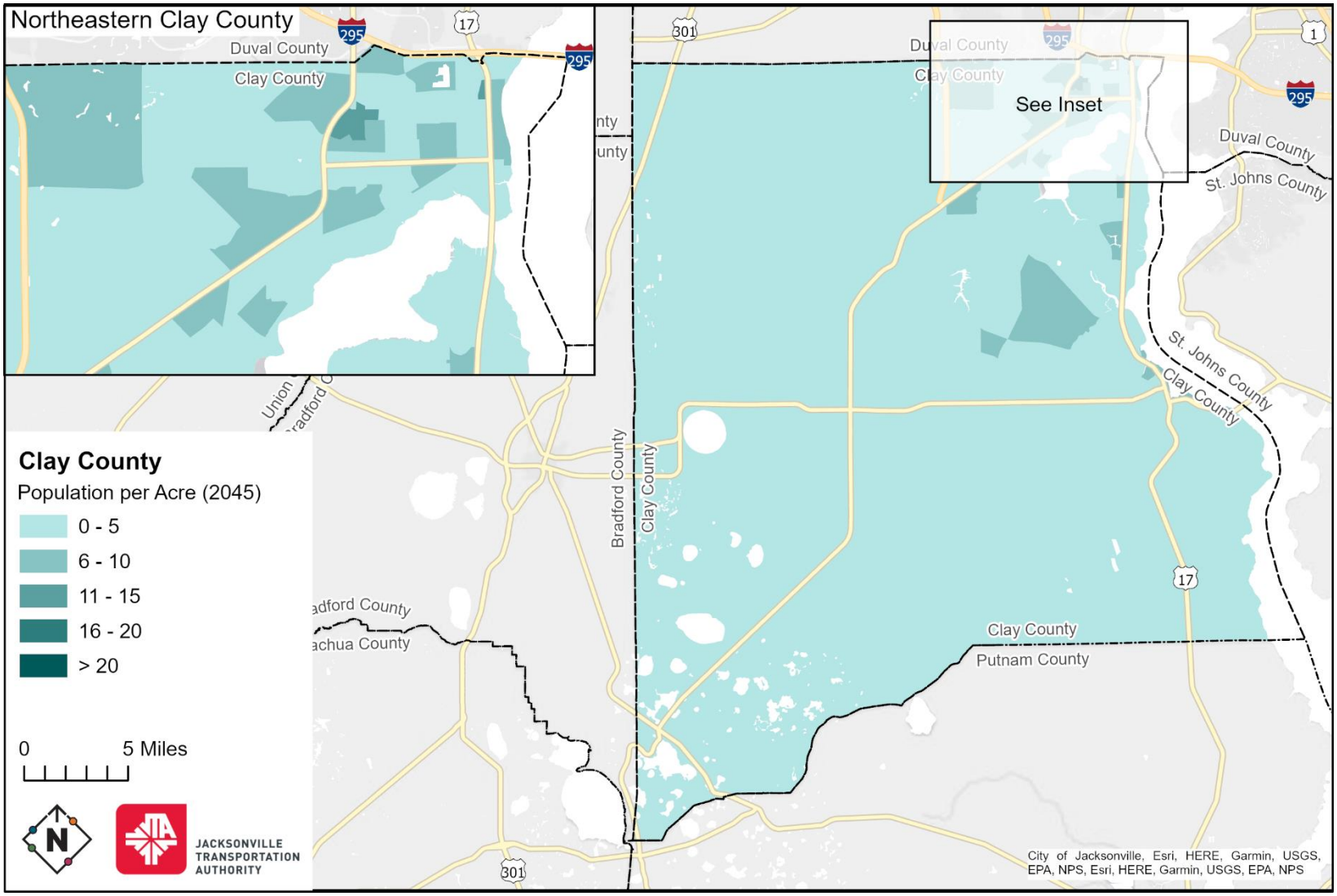
Clay County is expected to experience the largest increase in development intensity just north of SR-16 between Penney Farms and US-17. This area will be served by the First Coast Expressway project, which is now under construction and will connect I-10 and I-95. **Figure 2-58** visualizes development intensity in Clay County.

Figure 2-54: Population Density – Clay County (2022)



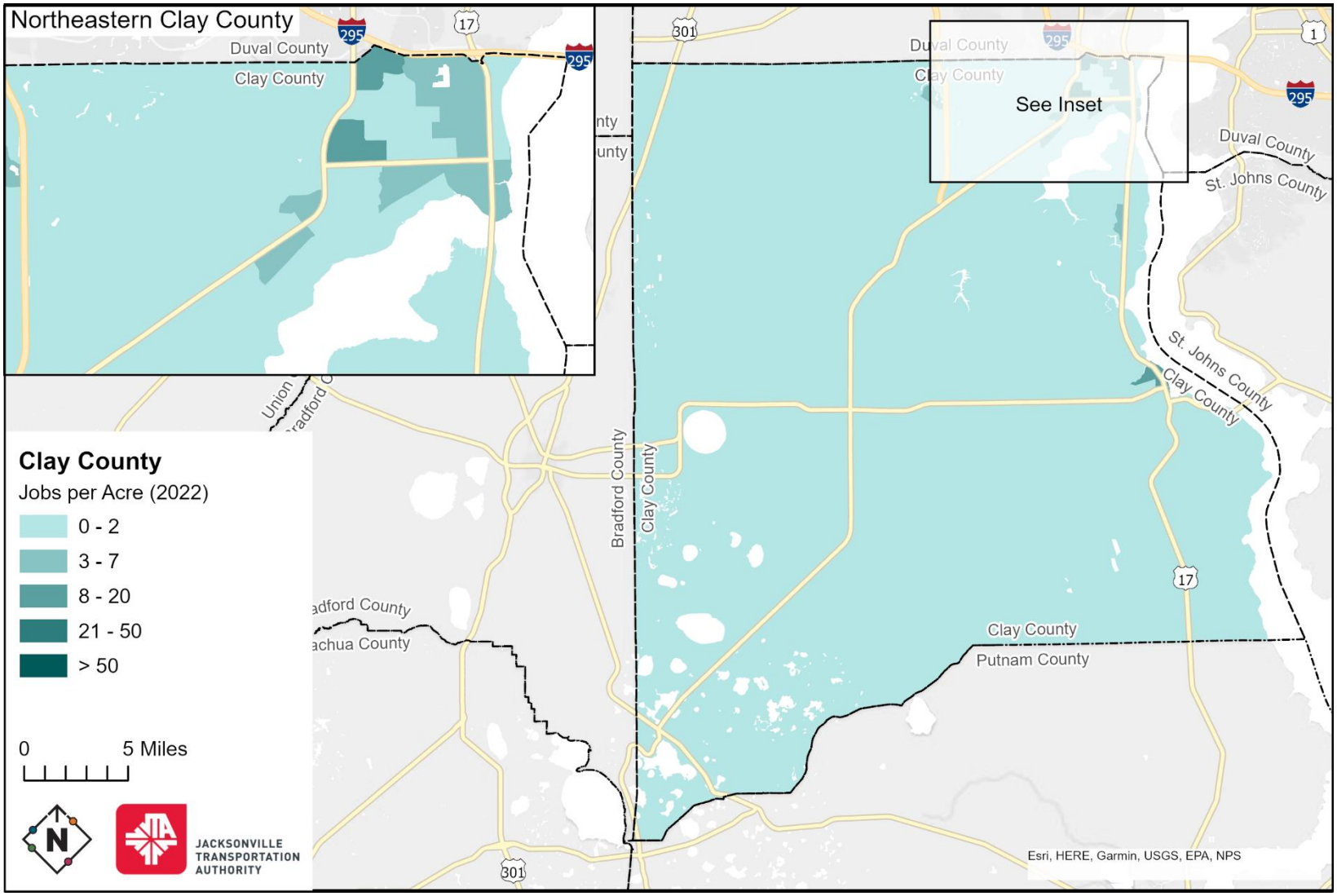
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-55: Population Density – Clay County (2045)



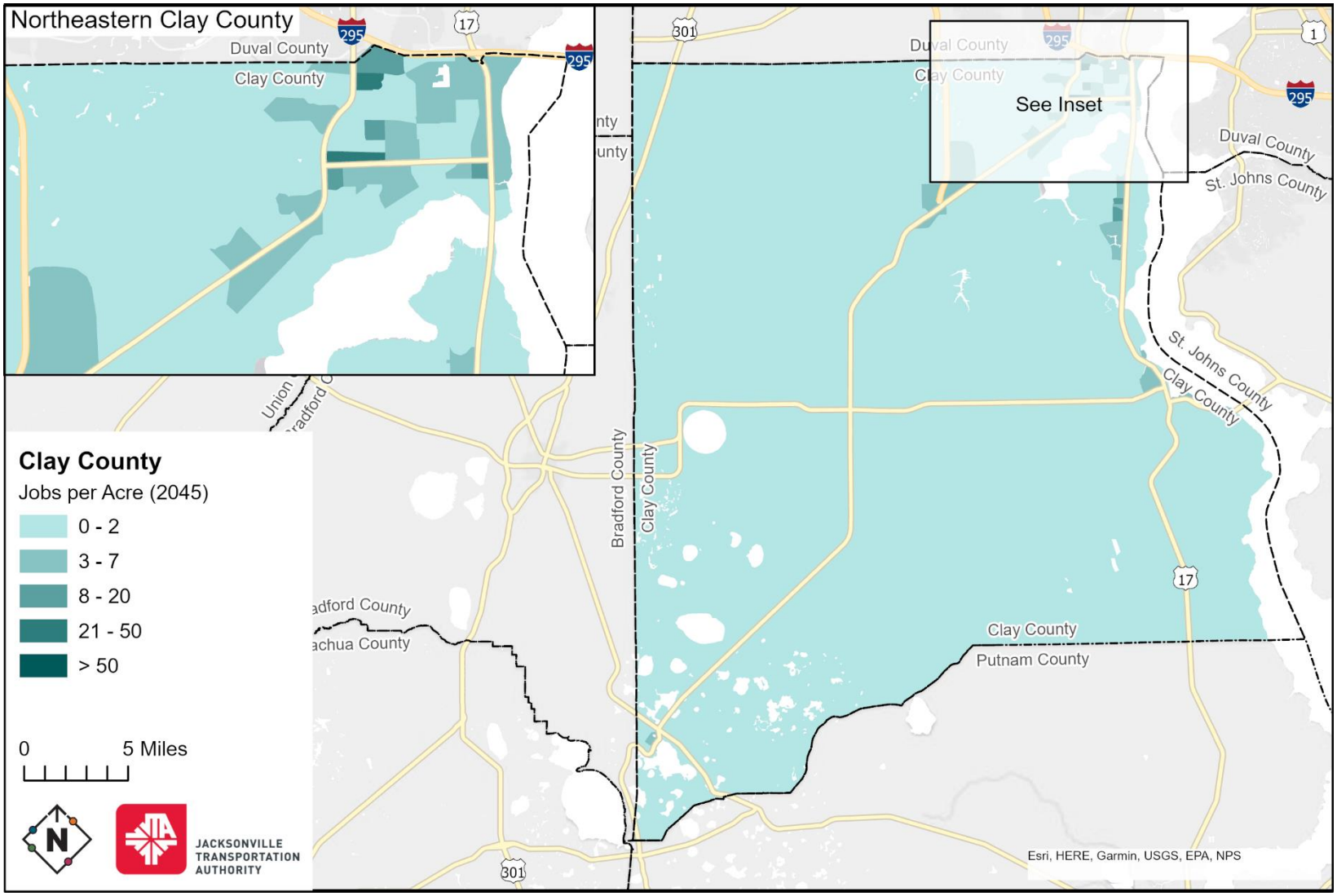
Source: Northeast Regional Planning Model

Figure 2-56: Job Density – Clay County (2022)



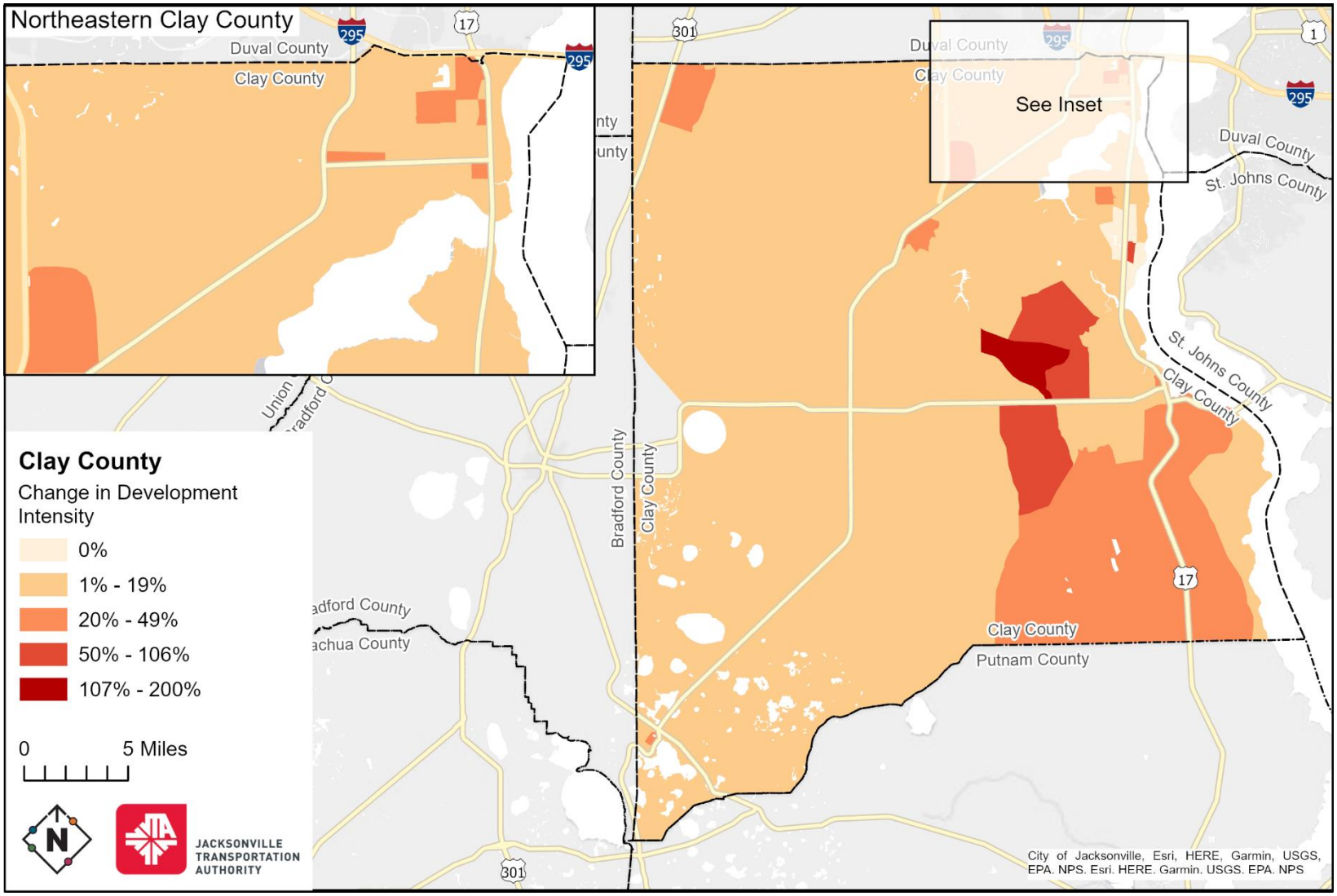
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-57: Job Density – Clay County (2045)



Source: Northeast Regional Planning Model (NERPM

Figure 2-58: Change in Development Intensity - Clay County



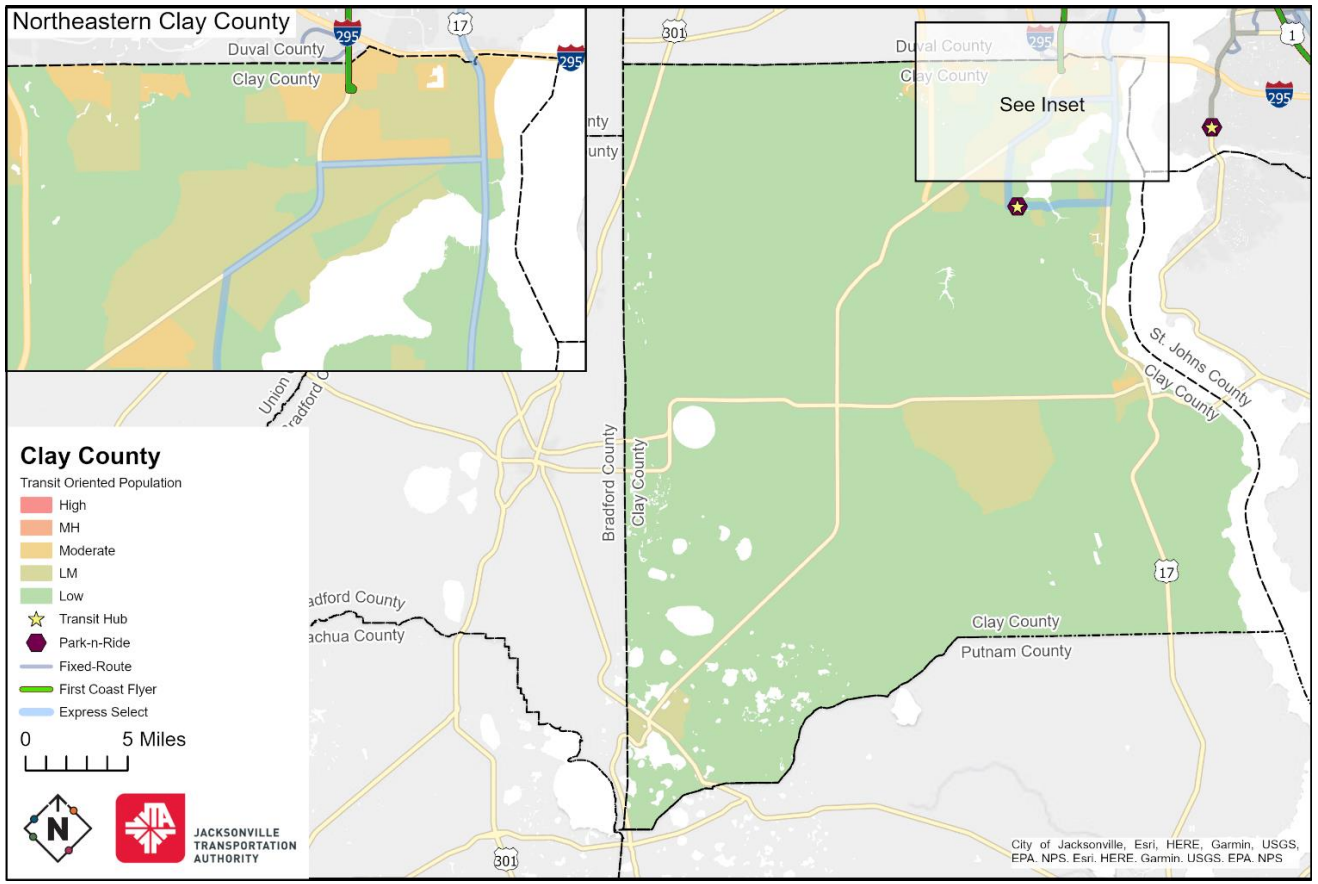
Source: Northeast Regional Planning Model (NERPM)

2.4.4. Clay County Transit Propensity

Transit-Oriented Populations Origin Index

Parts of northeastern Clay County closer to Jacksonville score higher than much of the rest of the county. Some areas like Keystone Heights, Orange Park, and Green Cove Springs have populations with a moderate propensity for public transportation services**.** **Figure 2-59** shows the results of the index for Clay County.

Figure 2-59: Transit-Oriented Population Index – Clay County

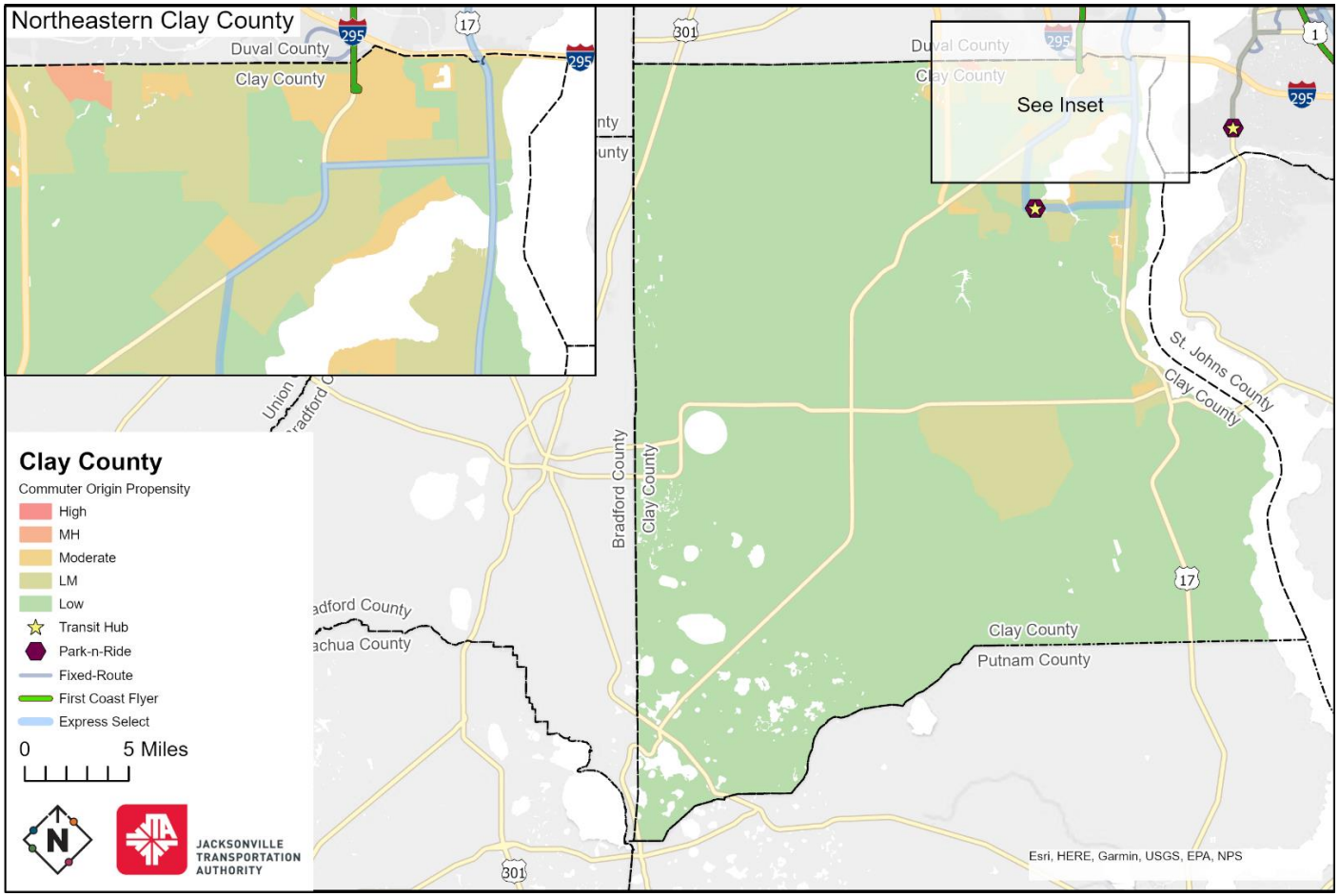


Source: 2022 American Community Survey (ACS) 5-year Estimate

Commuter Origin Index

Clay County's block groups generally score lower on this index, with much of the county scoring low to low-moderate. Areas with moderate to high propensity include Oakleaf Plantation, Bellair-Meadowbrook Terrace, Orange Park, Lakeside, and Green Cove Springs. **Figure 2-60** shows the results of the Commuter Origin Propensity Index for Clay County.

Figure 2-60: Commuter Origin Propensity Index – Clay County

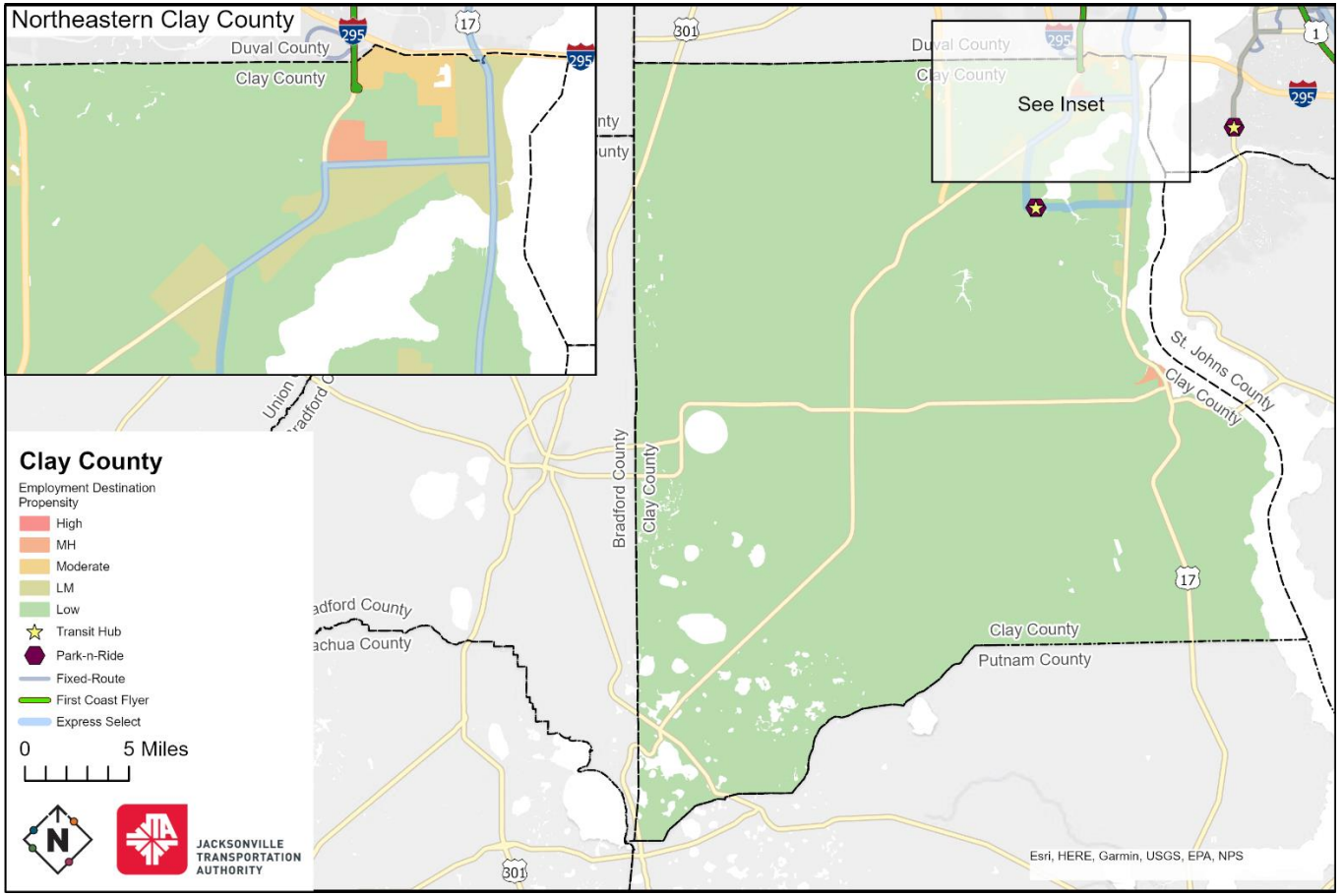


Source: 2022 American Community Survey (ACS) 5-year Estimates

Employment Destination Index

Most of Clay County scores low in the Employment Destination Propensity Index. The Orange Park-Lakeside-Bellair-Meadowbrook Terrace area and Green Cove Springs score from moderate to high. These higher scores highlight these areas as key employment centers for the county to emphasize for transportation planning. **Figure 2-61** shows the results of the Employment Destination Propensity Index for Clay County.

Figure 2-61: Employment Destination Propensity Index – Clay County

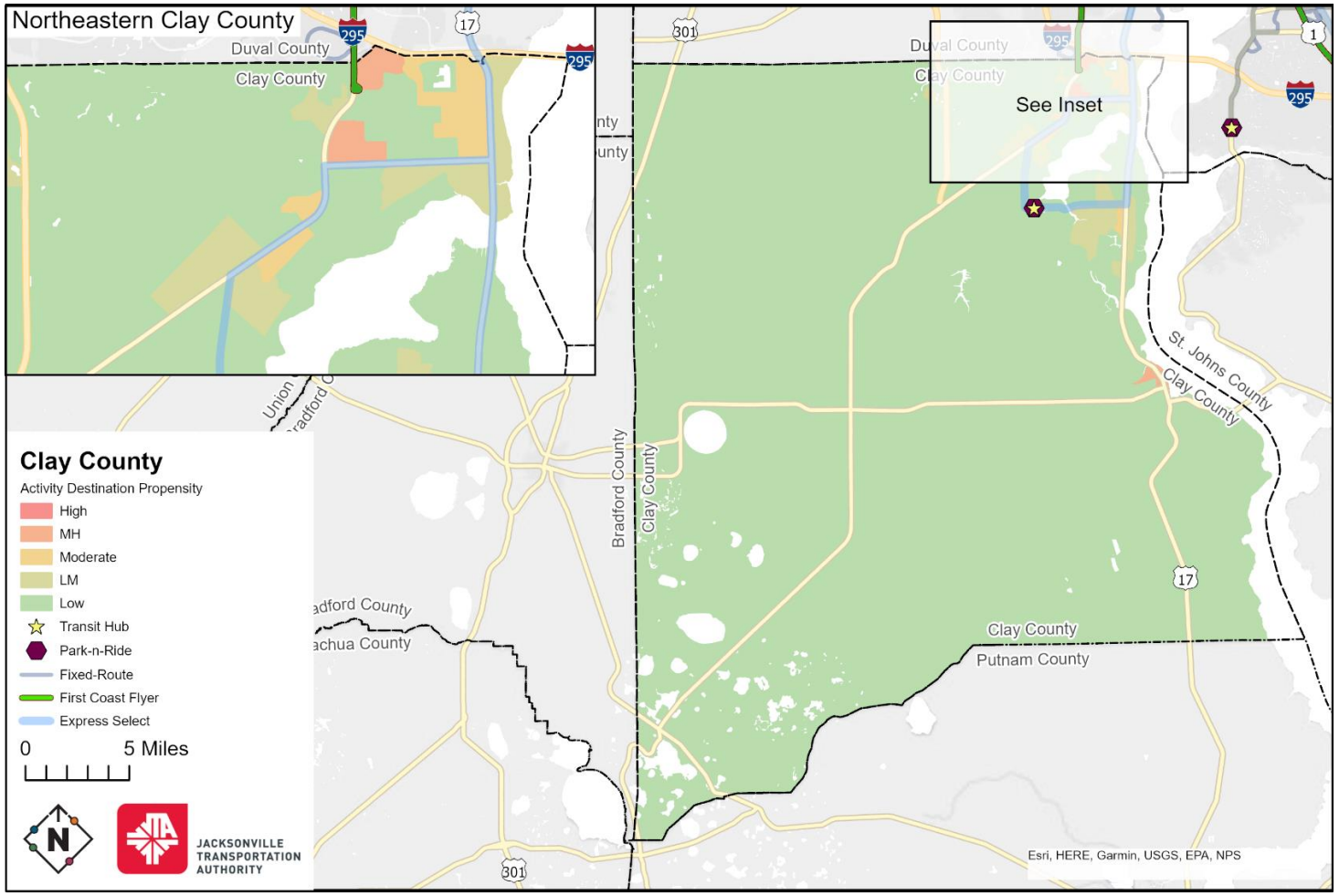


Source: 2022 American Community Survey (ACS) 5-year Estimates

Activity Destination Index

The Bellair-Meadowbrook Terrace, Orange Park, and Green Cove Spring communities have moderate-high to high propensity for this index in Clay County. **Figure 2-62** displays the results for Clay County.

Figure 2-62: Activity Destination Propensity Index – Clay County

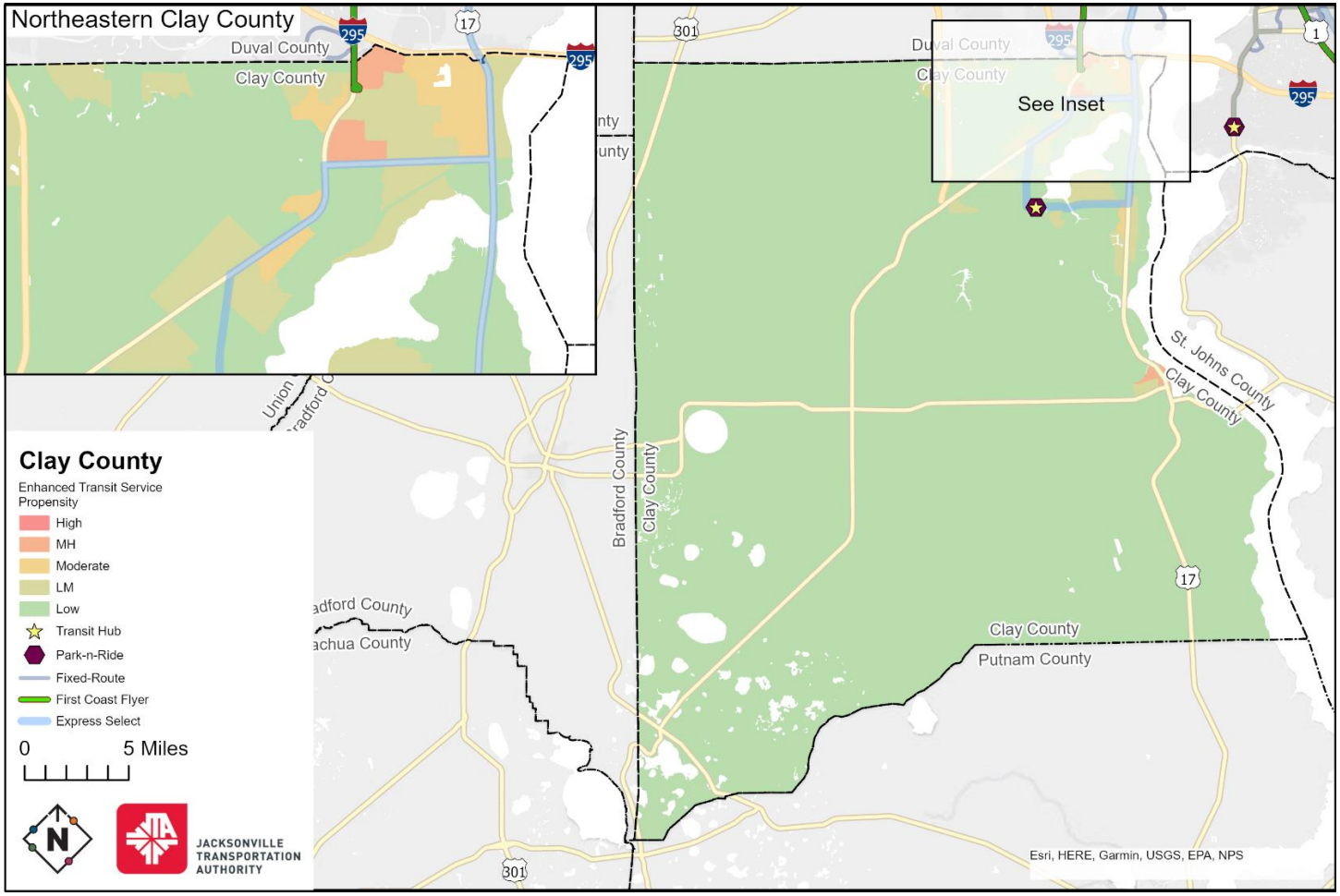


Source: 2022 American Community Survey (ACS) 5-year Estimates

Enhanced Transit Propensity

In Clay County, Green Cove Springs, Bellair-Meadowbrook Terrace, and Orange Park score highest. **Figure 2-63** maps Clay County's results.

Figure 2-63: Enhanced Transit Service Propensity Index – Clay County



Source: 2022 American Community Survey (ACS) 5-year Estimates

2.4.5. Nassau County Transit Potential

Population Density

The population of Nassau County is 95,100 people. **Figure 2-64** maps the population density of Nassau County for 2022. High-density areas include areas near and within the town of Hilliard, Callahan, O'Neil, and Fernandina Beach. Density is a key indicator of transit propensity. Most higher density areas are found in the eastern portion of the county, which has two park and ride stops with connections to express routes into downtown Duval. Areas outside of this collection of high density in the east are primarily low density except for areas in the Town of Callahan, Hilliard, and the Southern section of the county between Callahan and O'Neil. Areas outside of this collection of high density in the east are primarily low density except for areas in the Town of Callahan, Hilliard, and the Southern section of the county between Callahan and O'Neil.

Figure 2-65 displays the population density of Nassau County for 2045. Future population projections for 2045 predict increased population density throughout much of Nassau County. Population density in Nassau County is projected to be highest in the areas bordering the northern part of Duval County, spanning roughly from Amelia Island to Nassau Villages-Ratliff. Amelia Island, Fernandina Beach, and their surrounding areas are projected to remain higher density areas. Further inland, the Yulee and Hilliard areas are projected to grow, as well as a small area between I-95 and Highway 17 bordering Camden County, Georgia. Many of the more rural areas in western Nassau County are projected to have moderate population density.

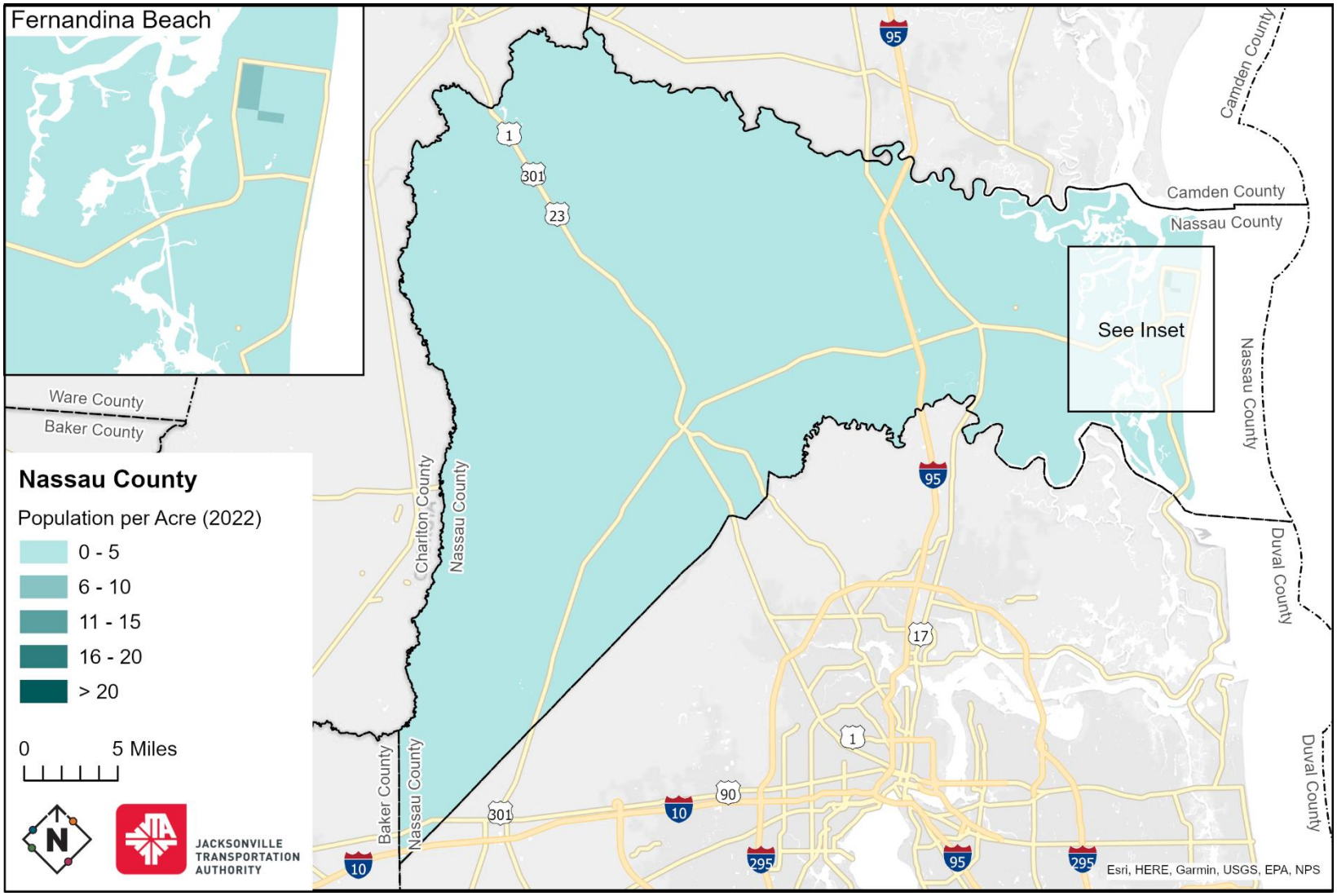
Employment Density

The density of jobs per acre is low throughout Nassau County. Jobs density is slightly higher in Amelia Island and Fernandina Beach but is still low in keeping with the county's dispersed settlement patterns. **Figure 2-66** shows the density of jobs per acre in Nassau County, which depicts higher job densities in the northeastern part of the county. **Figure 2-67** displays Nassau County's projected jobs density for 2045, which is expected to remain largely unchanged compared with 2022.

Population and Employment Density

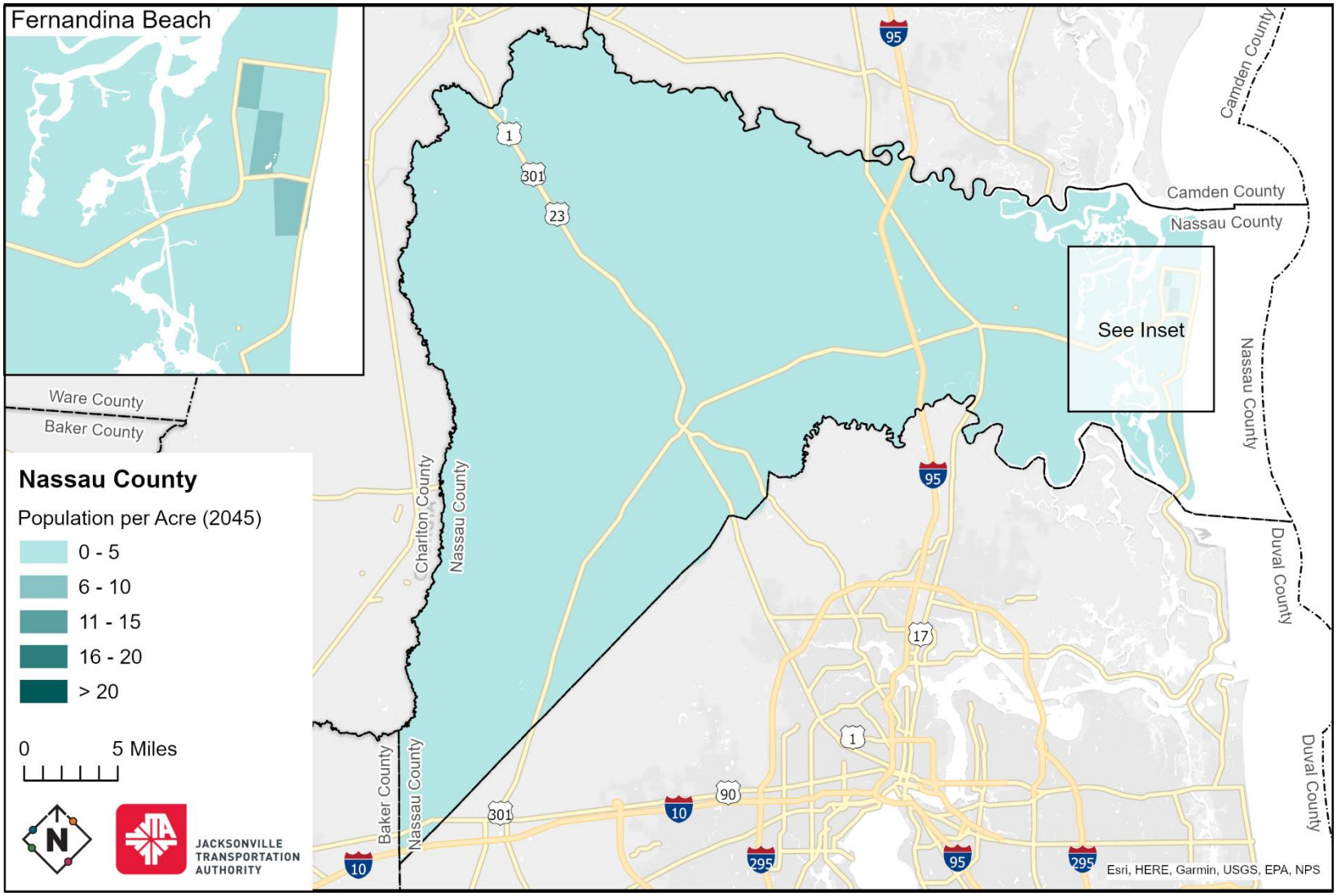
In Nassau County, development intensity is projected to be highest near the Wildlight development in the east-central part of the county, as well as the area extending north from Wildlight to the border of Camden County, Georgia. There is also moderate to moderate-high development intensity in the Callahan and Nassau-Village area in the southwest part of the county. Nassau County's change in development intensity is shown in **Figure 2-68**.

Figure 2-64: Population Density - Nassau County (2022)



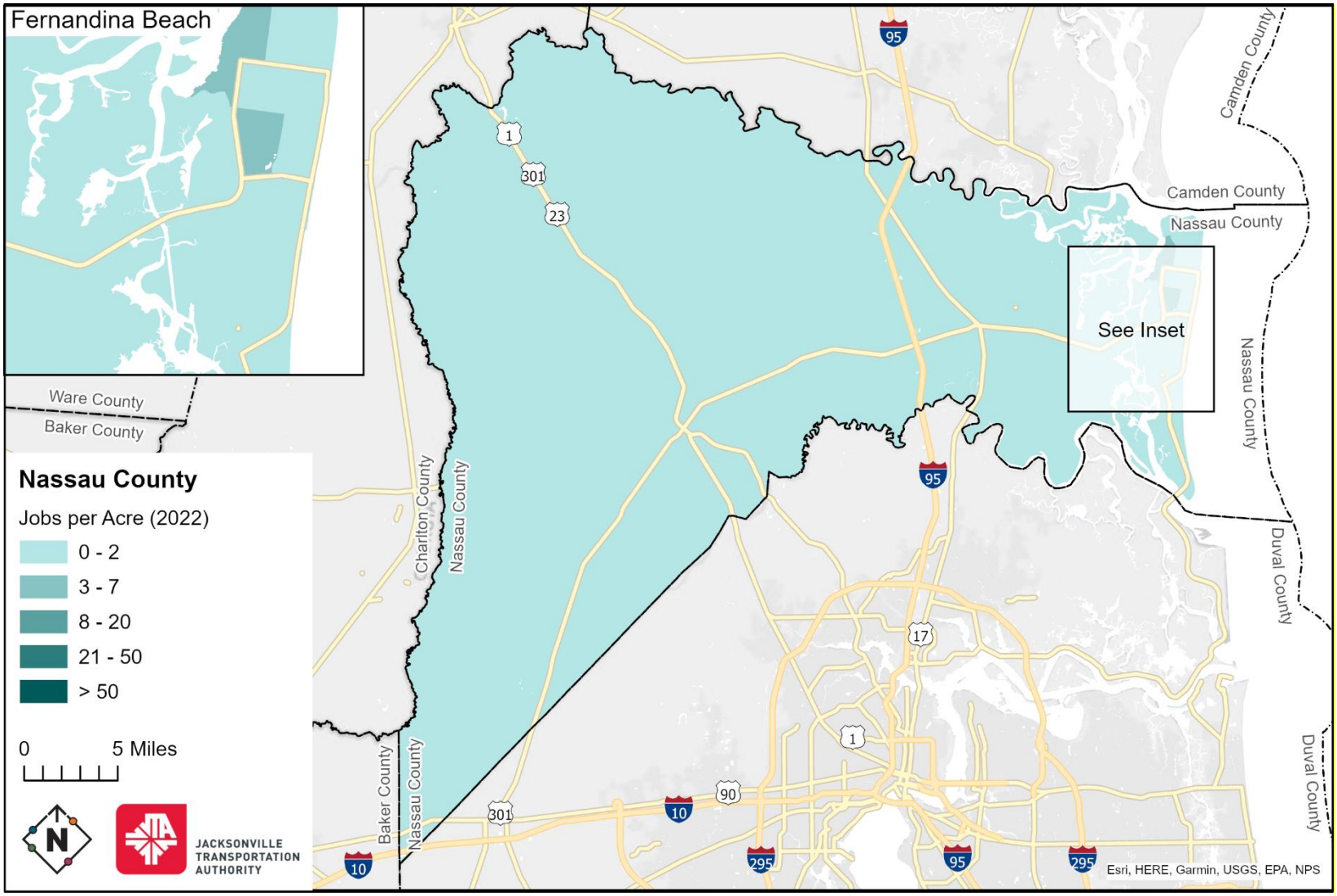
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-65: Population Density - Nassau County (2045)



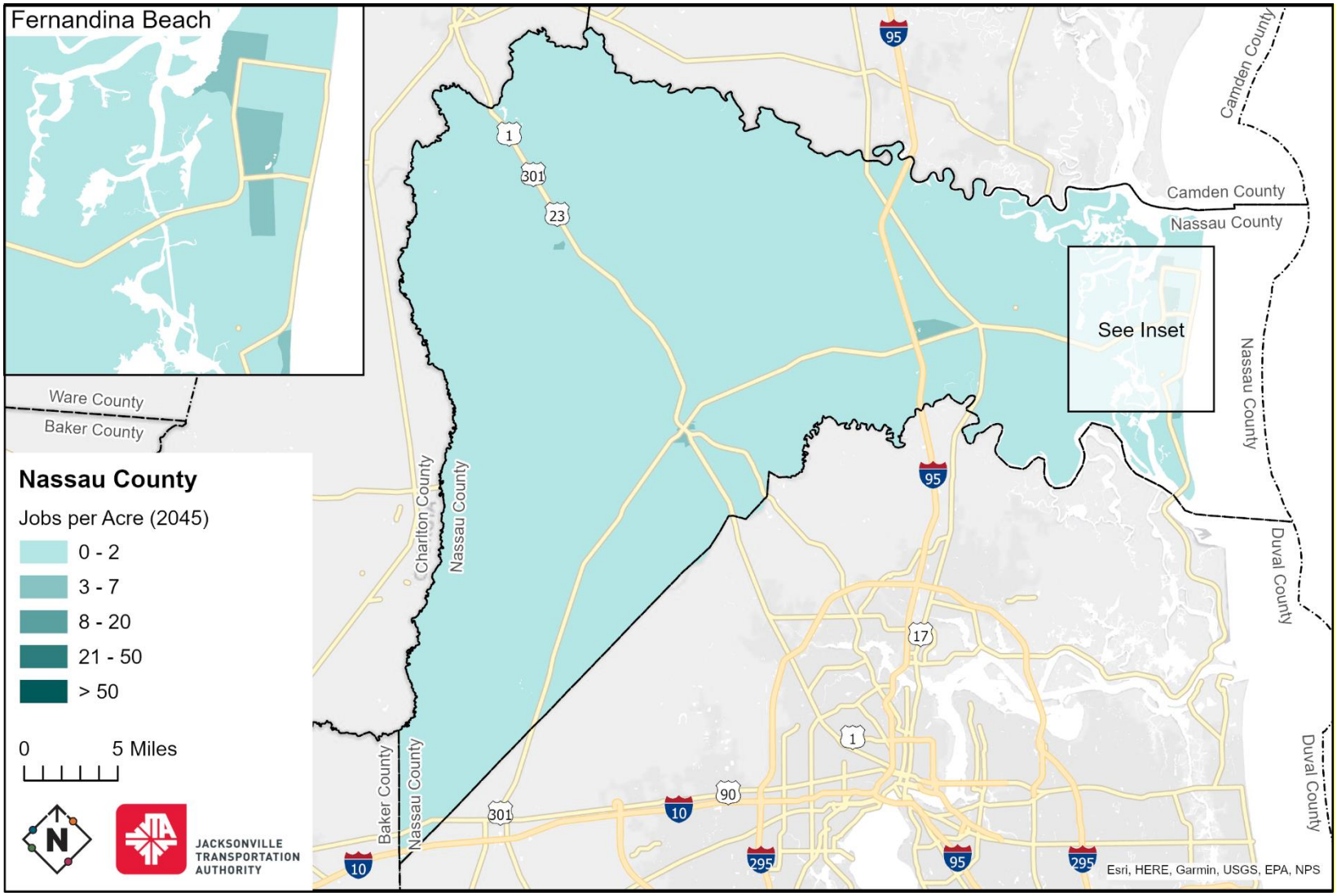
Source: Northeast Regional Planning Model

Figure 2-66: Job Density – Nassau County (2022)



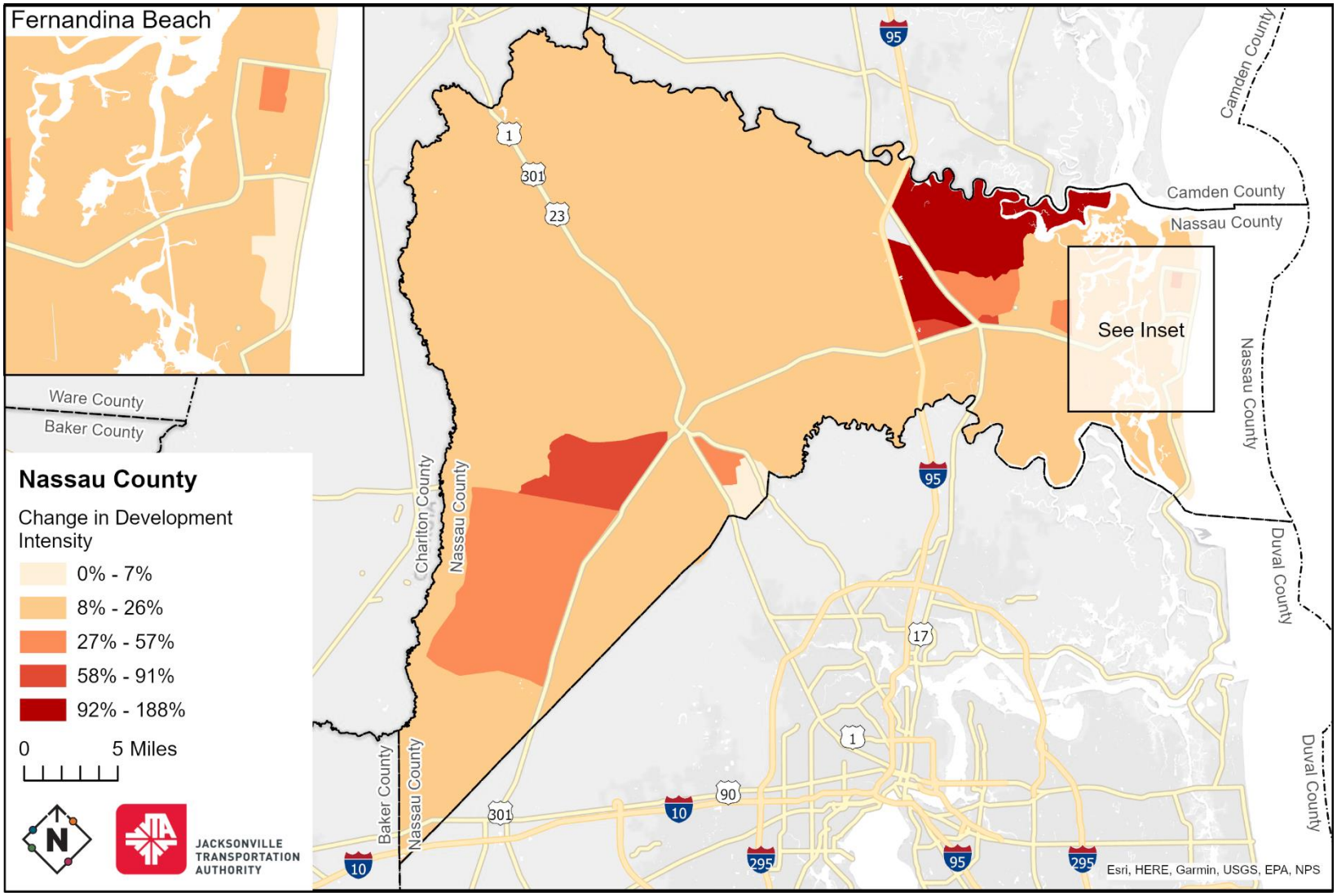
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-67: Job Density – Nassau County (2045)



Source: Northeast Regional Planning Model (NERPM)

Figure 2-68: Change in Development Intensity - Nassau County



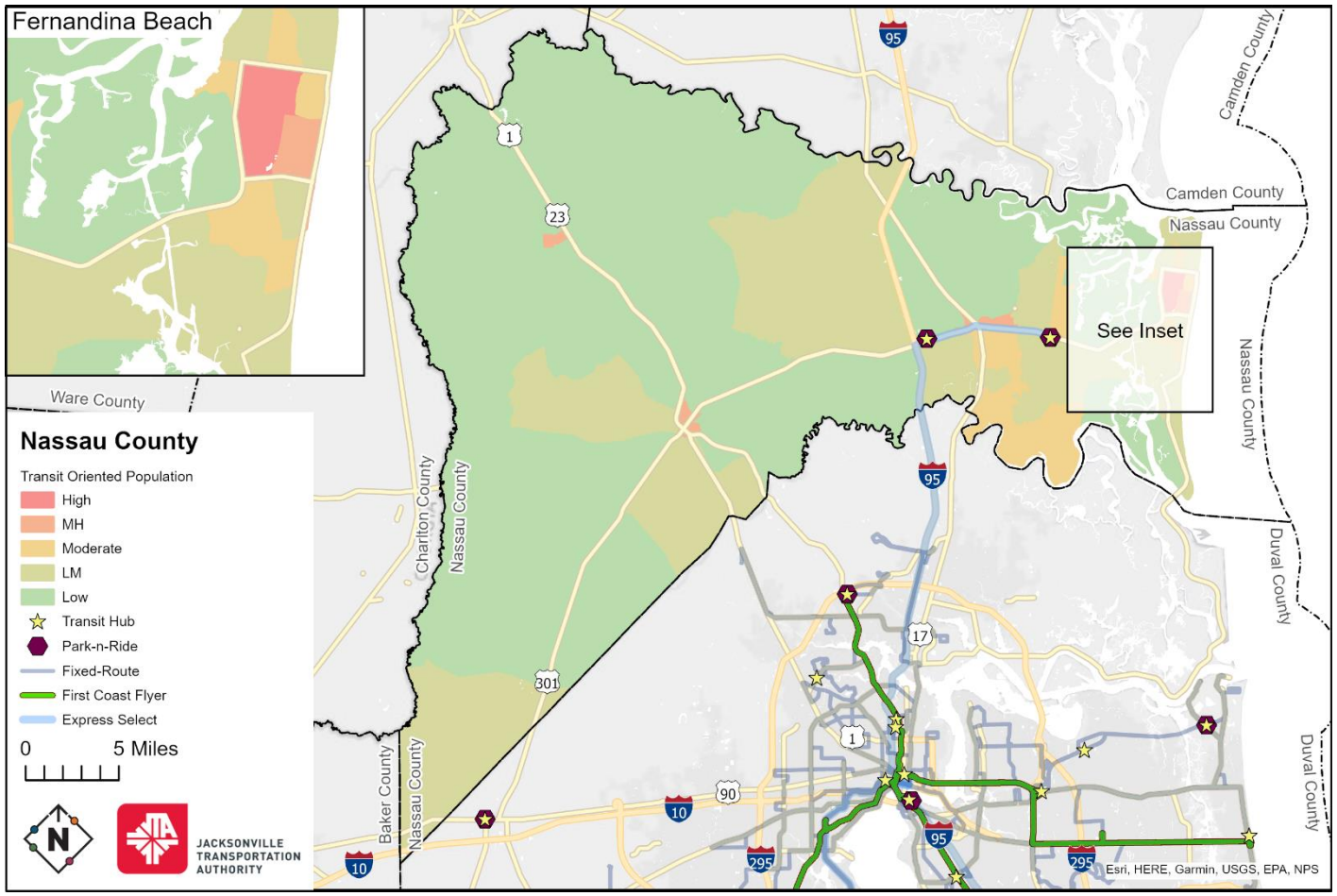
Source: Northeast Regional Planning Model (NERPM)

2.4.6. Nassau County Transit Propensity

Transit-Oriented Populations Origin Index

In Nassau County, Fernandina Beach, Amelia City, Yulee, Callahan, Hillard, and some areas surrounding these jurisdictions have moderate to high scores for the Transit-Oriented Population Index. **Figure 2-69** shows the results for Nassau County.

Figure 2-69: Transit-Oriented Population Index – Nassau County

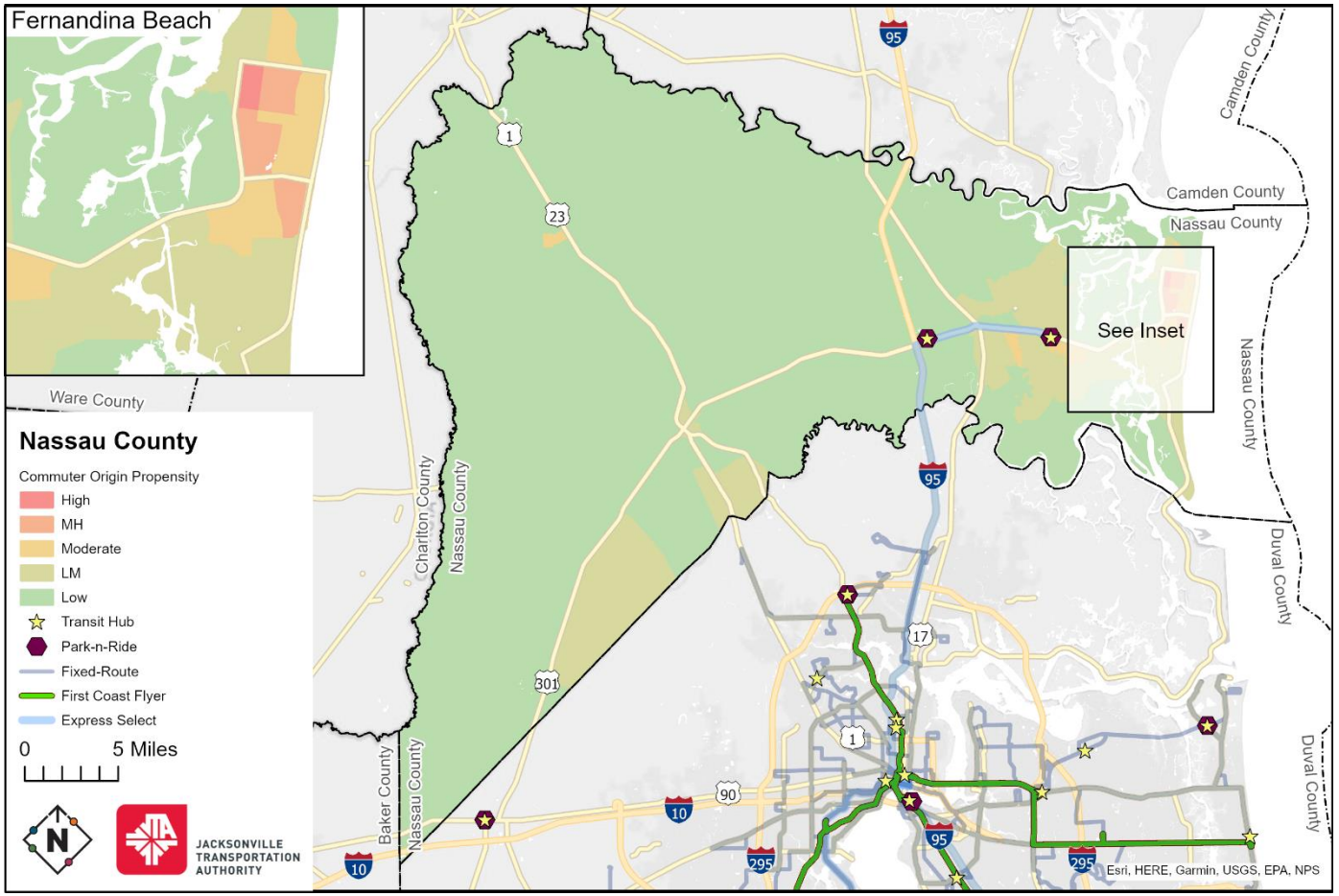


Source: 2021 American Community Survey (ACS) 5-year Estimates

Commuter Origin Index

The majority of Nassau County scores low on this index, except for neighborhoods like Fernandina Beach, Amelia Island, Callahan, and Nassau Village. **Figure 2-70** shows the results of the Commuter Origin Propensity from Nassau County.

Figure 2-70: Commuter Origin Index Propensity – Nassau County

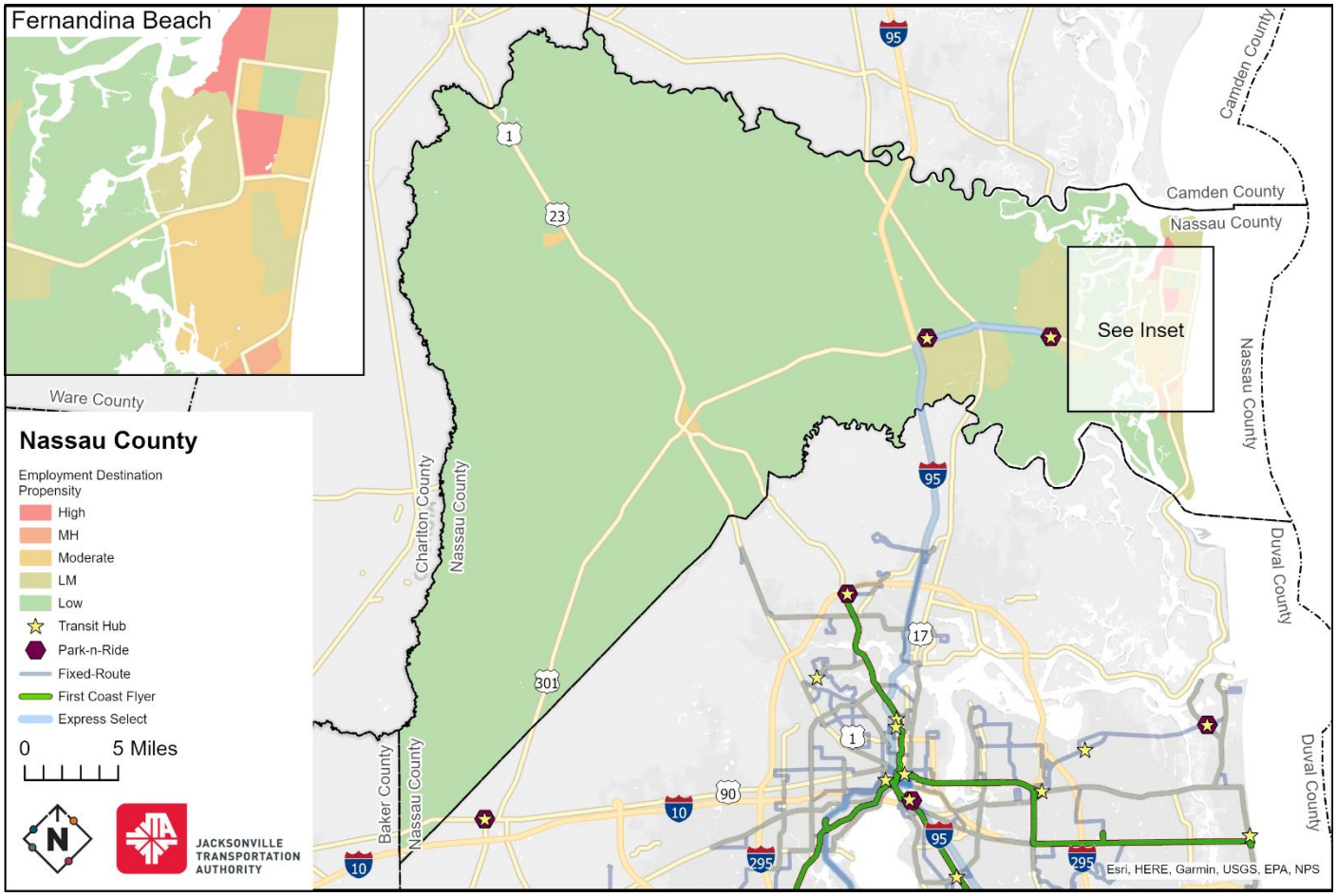


Source: 2021 American Community Survey (ACS) 5-year Estimates

Employment Destination Index

Most of Nassau County scores low in this index. Areas such as Fernandina Beach, Amelia City, and Yulee have moderate and high scores for Employment Destination Propensity. **Figure 2-71** shows the results of the Employment Destination Propensity Index for Nassau County.

Figure 2-71: Employment Destination Propensity Index – Nassau County

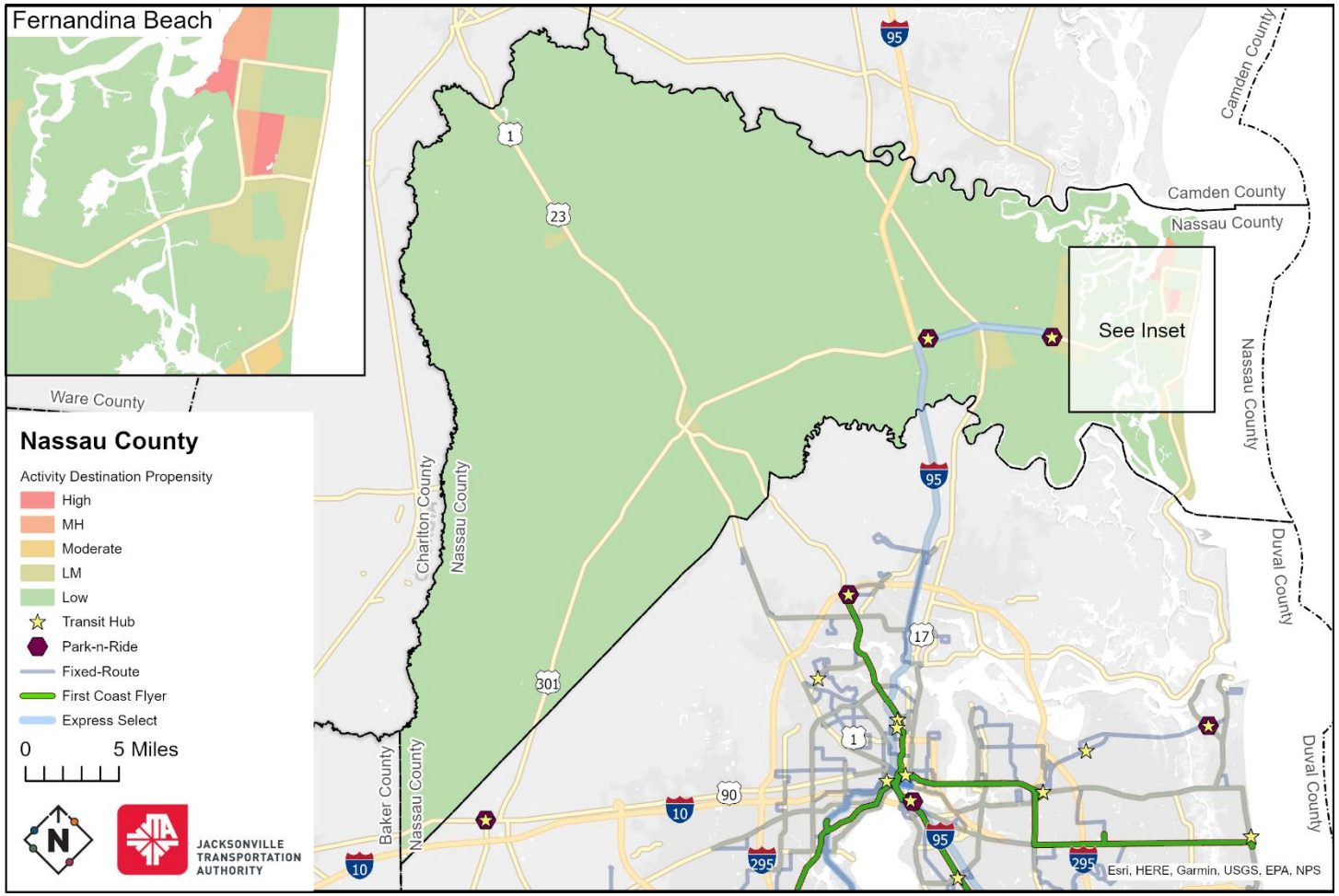


Source: 2021 American Community Survey (ACS) 5-year Estimates

Activity Destination Index

Figure 2-72 displays the results for Nassau County. Most of Nassau County scores low to moderate for this index. Propensity is highest in the Fernandina Beach/Amelia Island area.

Figure 2-72: Activity Destination Propensity Index - Nassau County

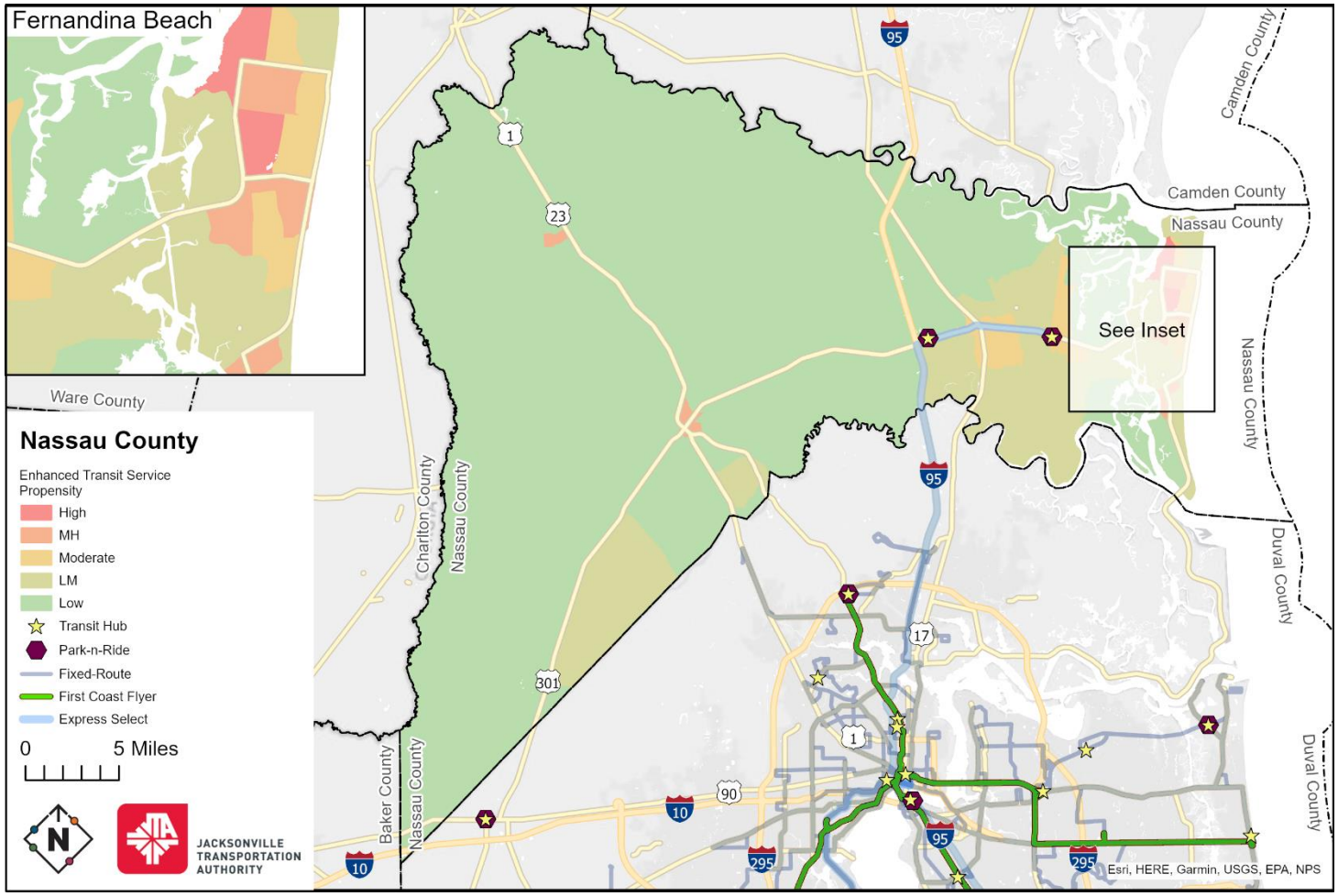


Source: 2021 American Community Survey (ACS) 5-year Estimate

Enhanced Transit Propensity

In Nassau County, propensity is highest in Fernandina Beach and Amelia Island. Callahan and Hilliard also had high scores for this index. Other parts of the county score between low and moderate. **Figure 2-73** displays the results for Nassau County.

Figure 2-73: Enhanced Transit Service Propensity Index - Nassau County



Source: 2021 American Community Survey (ACS) 5-year Estimates

2.5. Land Use and Growth Characteristics

Land use plays a crucial role in shaping the effectiveness and suitability of transit services. The existing patterns of land use in an area determine which types of transit service are most appropriate. Diverse densities and intensities of land use types can influence transit demand at different times throughout the day. It is essential to design transit services with consideration to the surrounding land use in mind to effectively serve the population relying on transit. Areas with lower densities, limited land use diversity, and disconnected road networks may struggle to support fixed-route transit service. Conversely, places with higher densities, a diverse mix of land uses, and a well-connected street grid are more likely to attract transit riders consistently and support the operation of fixed-route services.

2.5.1. Major Employers

Large employment centers indicate transit ridership potential for work commuters. Areas where many people work present opportunities for transit agencies to serve large numbers of people for daily trips they must take. **Table 2-16** shows a list of major employers in the JTA service area. Duval County's public school system is the largest employer in the service area, followed by Baptist Health.

Table 2-16: Service Area Major Employers

Employer	Employee Count	Industry
Naval Air Station Jacksonville	14,390	Non-Target Industry
Duval County Public Schools	12,000	Non-Target Industry
Baptist Health	12,000	Life Sciences
UF Heath	9,951	Life Sciences
Mayo Clinic	8,450	Life Sciences
Amazon	8,000	Transportation & Logistics
Bank of America	8,000	Financial Services
City of Jacksonville	7,908	Non-Target Industry
Florida Blue	5,700	Life Sciences
Southeastern Grocers	5,700	Non-Target Industry

Source: JAXUSA Partnership: https://jaxusa.org/wp-content/uploads/2020/11/Large-Employers11.pdf

2.5.2. Activity Centers

Providing public transit options for travel to major activity centers is important because it allows riders to take trips to everyday destinations without the hassle or impact of driving a vehicle. Activity centers group trip purposes like recreation and leisure activities, shopping, and healthcare, among others. Hotels and motels are important destinations for travelers and support the local economy by promoting tourism and recreation. There are some hotels in Downtown Jacksonville, though many hotels in Duval County are located further outside the central business district. There are also groups of hotels clustered along highways to the north, east, and southeast of Jacksonville, including along the coastline and the border with Clay County. **Figure 2-74** maps the density of hotels and motels in Duval County.

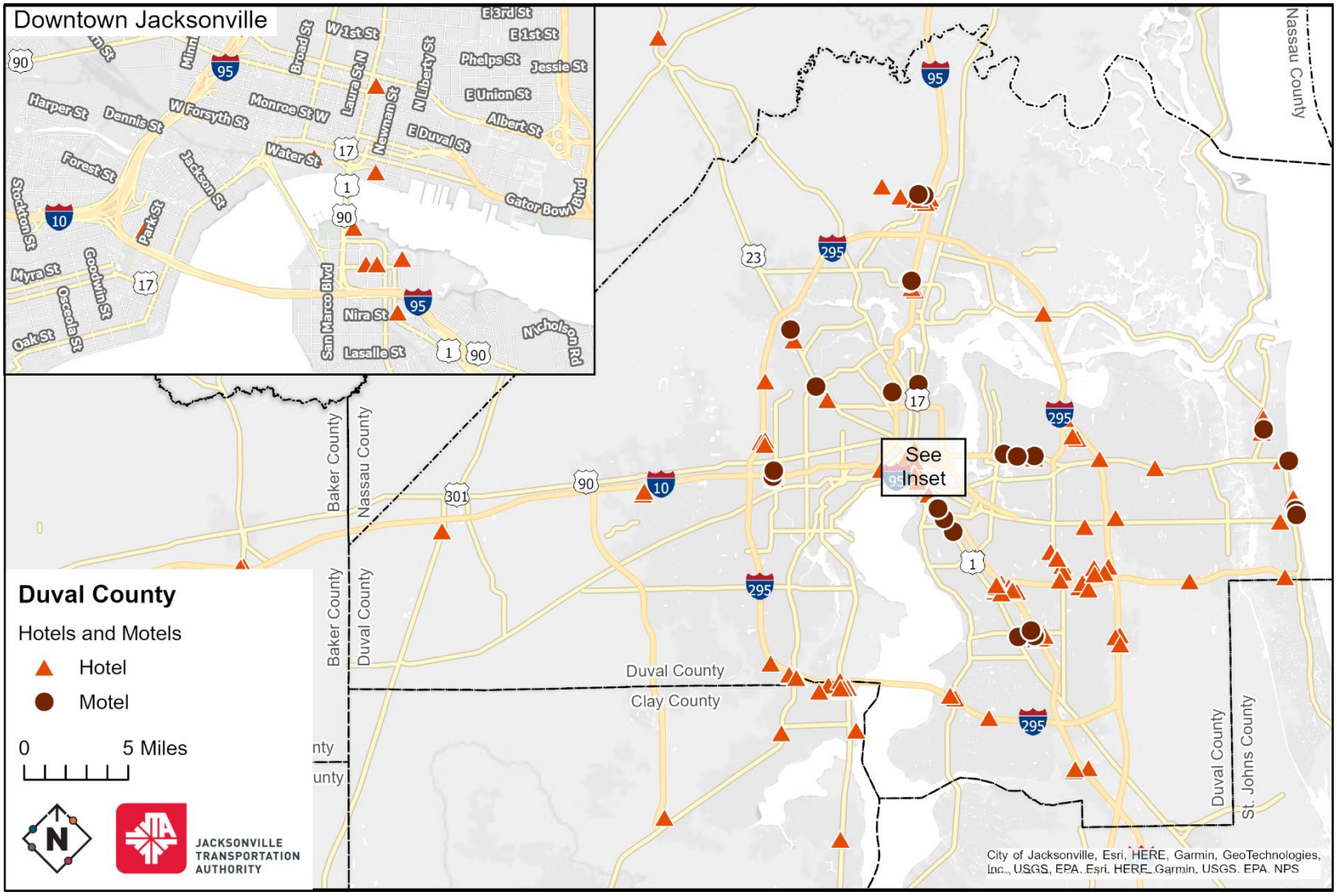
Clay County has fewer hotels than Duval County. Many of Clay County's hotels are near the border of Duval County. Several are located along highways like SR-15. **Figure 2-75** shows hotel and motel density in Clay County.

Recreation and tourism are important industries for Nassau County's economy, and there are more than 20 hotels in the county to support out-of-town tourism, which are mainly concentrated in the eastern side of the county with proximity to the ocean. There are several hotels in the interior near Yulee, and further west near Callahan. **Figure 2-76** shows hotel and motel density in Nassau County.

Understanding the location and concentration of medical facilities is critical for transportation planning. Medical trips are important trips that people need to take for their health and wellbeing. For seniors living on a fixed income or low-income individuals, public transportation may be the only financially feasible option for them to see their healthcare provider.

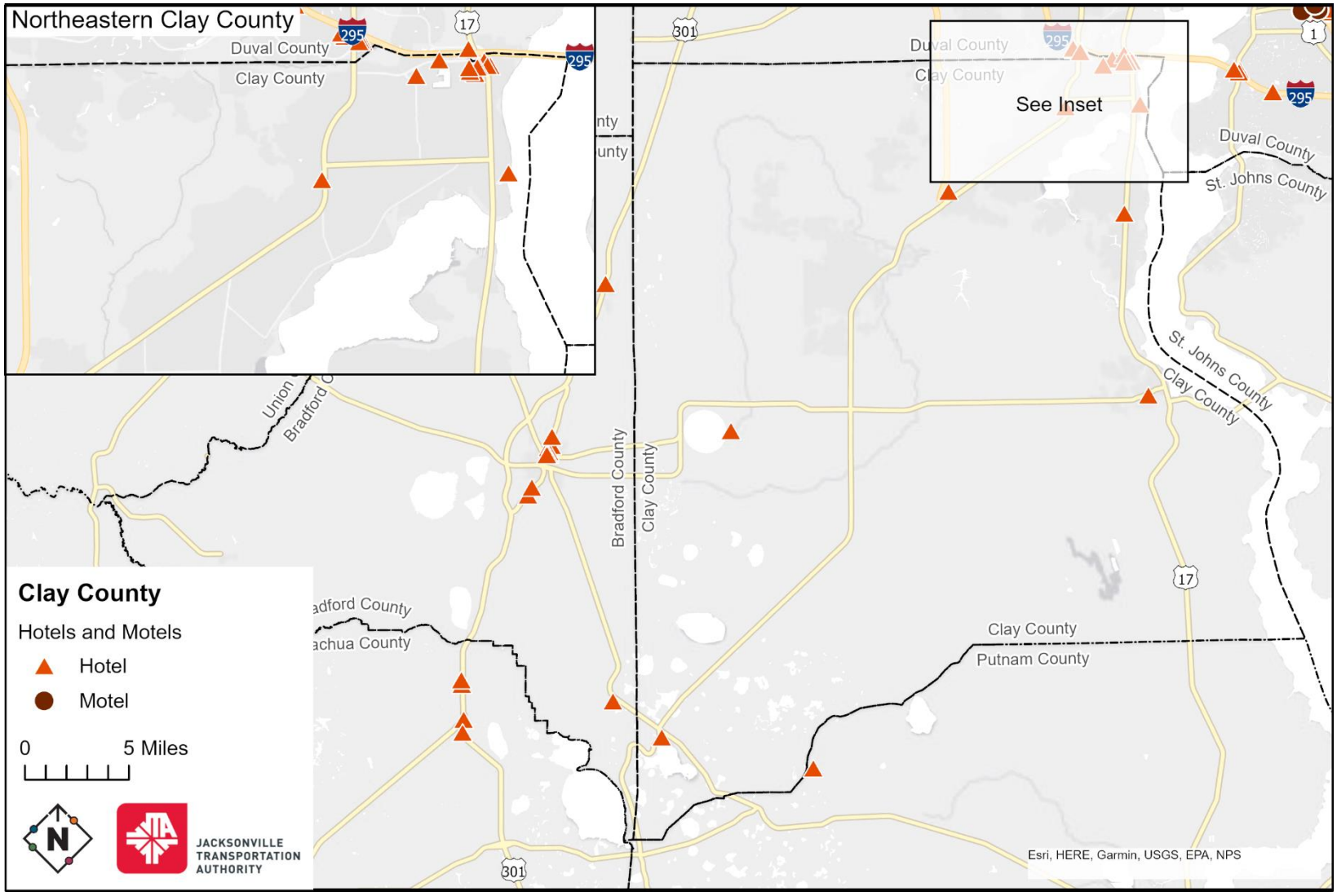
Duval County's medical facilities are dispersed throughout the county. Many medical facilities are located in Downtown Jacksonville. Moving further outside of the central business district, medical facilities cluster along major highways and arterial roads, such as SR-115, SR-103, SR-212, and SR-1. There is also a high concentration of medical facilities along the Atlantic coastline. Some medical facilities are located near SR-104 and SR-163 along the northern outskirts of Jacksonville. There are few medical facilities in the more rural parts of Duval County approaching the county's borders to the north and west. **Figure 2-77** displays medical facilities in Duval County.

Figure 2-74: Hotel/Motel Room Density - Duval County



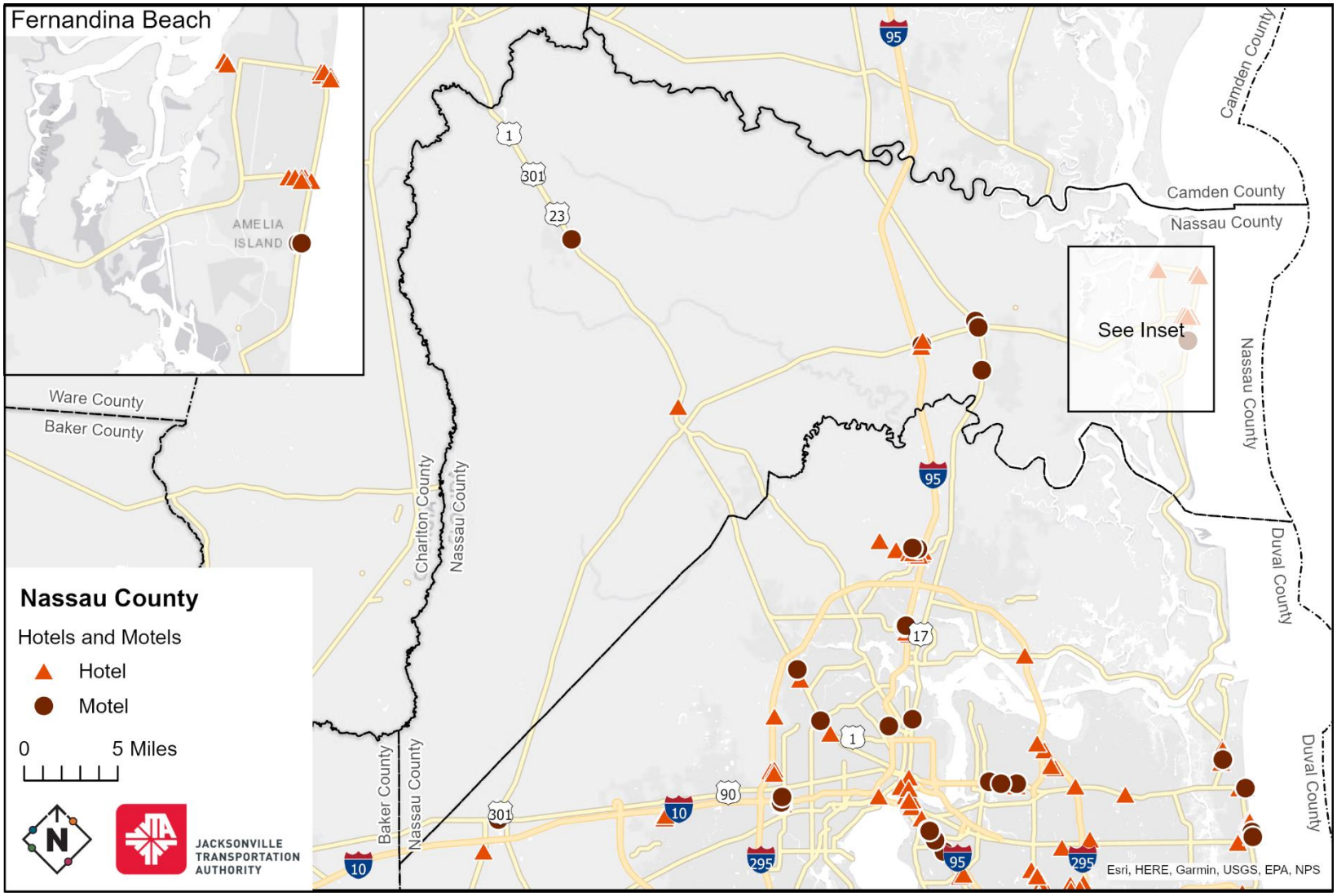
Source: Google Maps

Figure 2-75: Hotel/Motel Room Density - Clay County



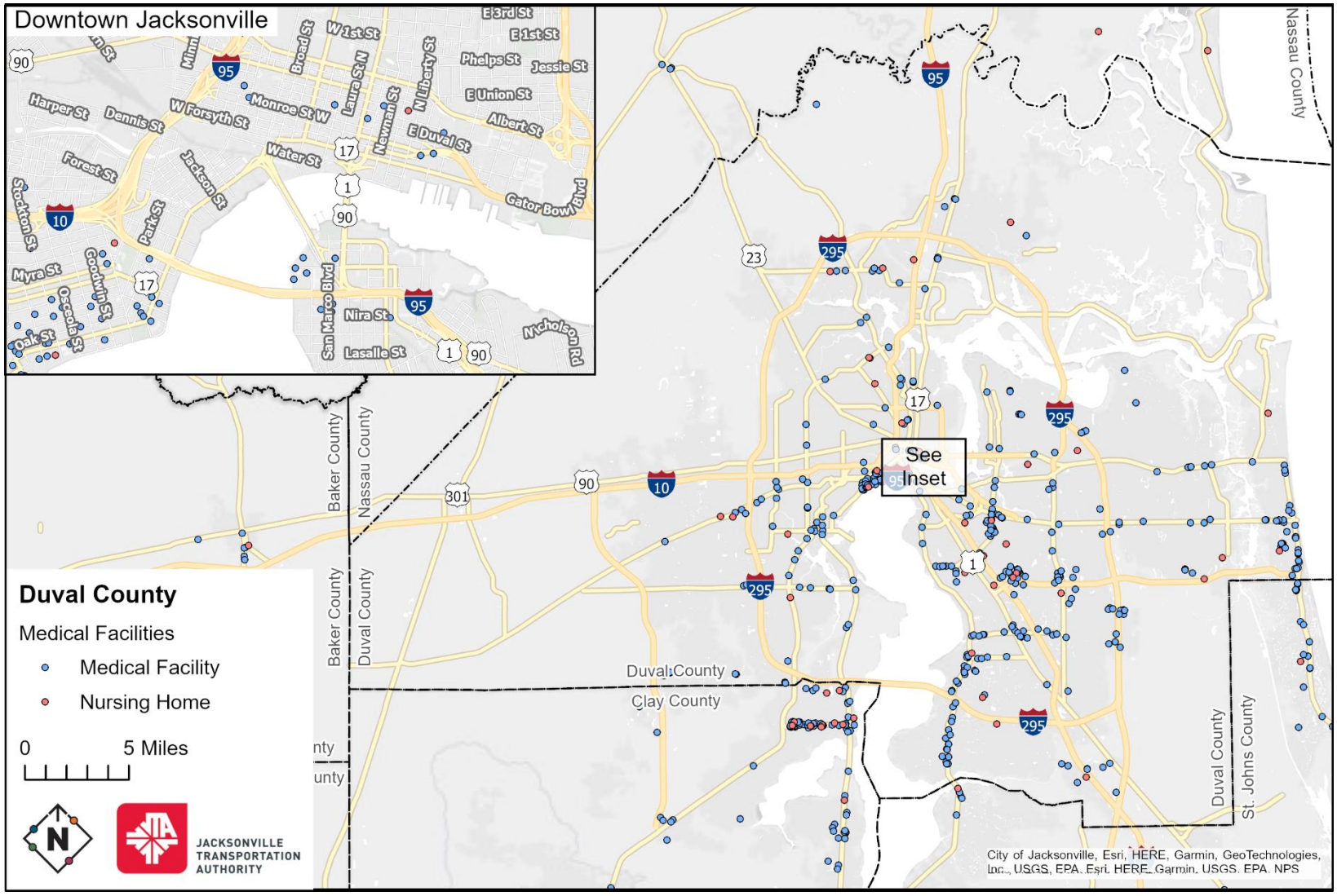
Source: Google Maps

Figure 2-76: Hotel/Motel Room Density - Nassau County



Source: Google Maps

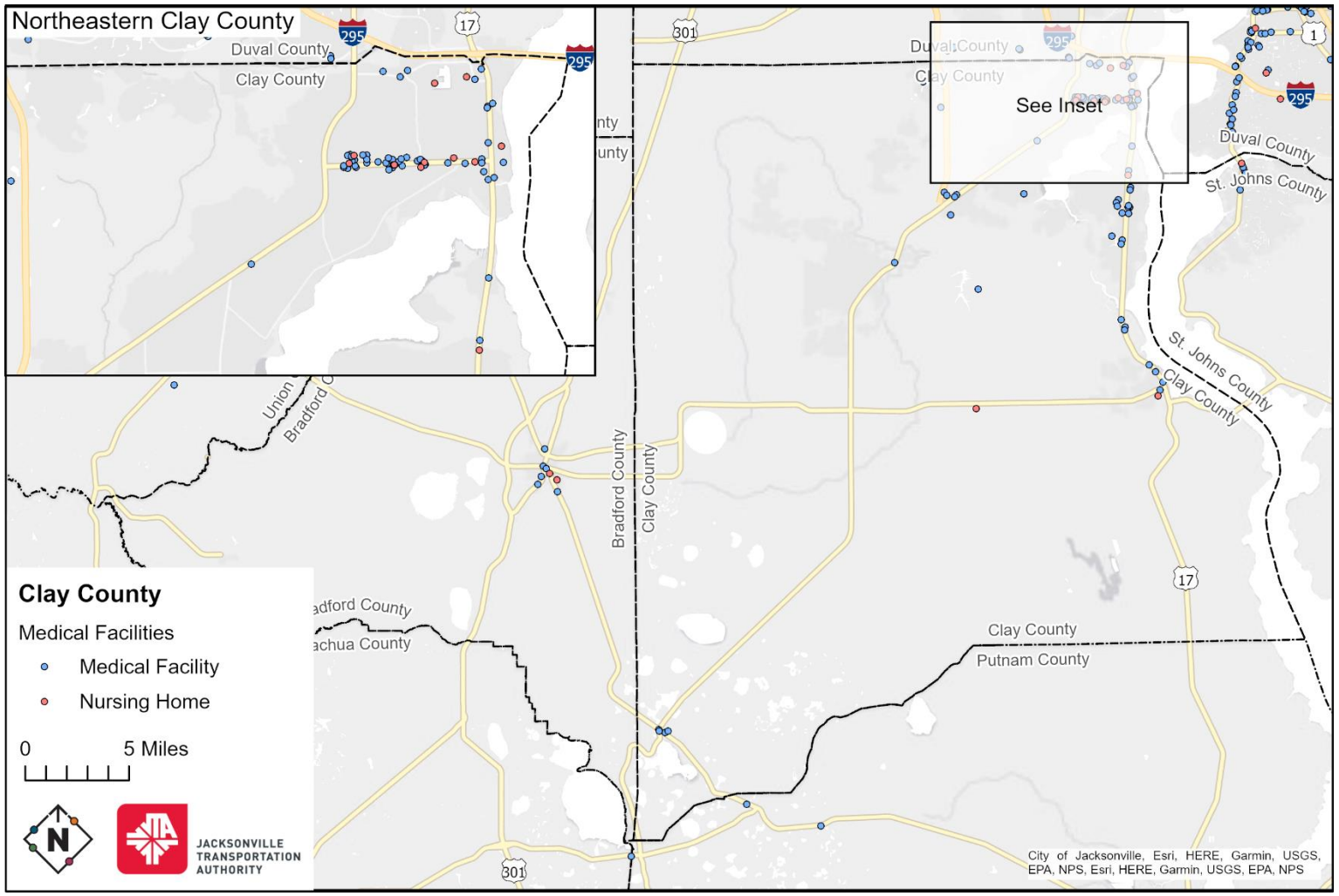
Figure 2-77: Medical Facilities - Duval County



Source: Google Maps

In Clay County, medical facilities are concentrated in the northeastern part of the county, as well as along highways like SR-15, SR-21, and SR-224. **Figure 2-78** shows Clay County's medical facilities.

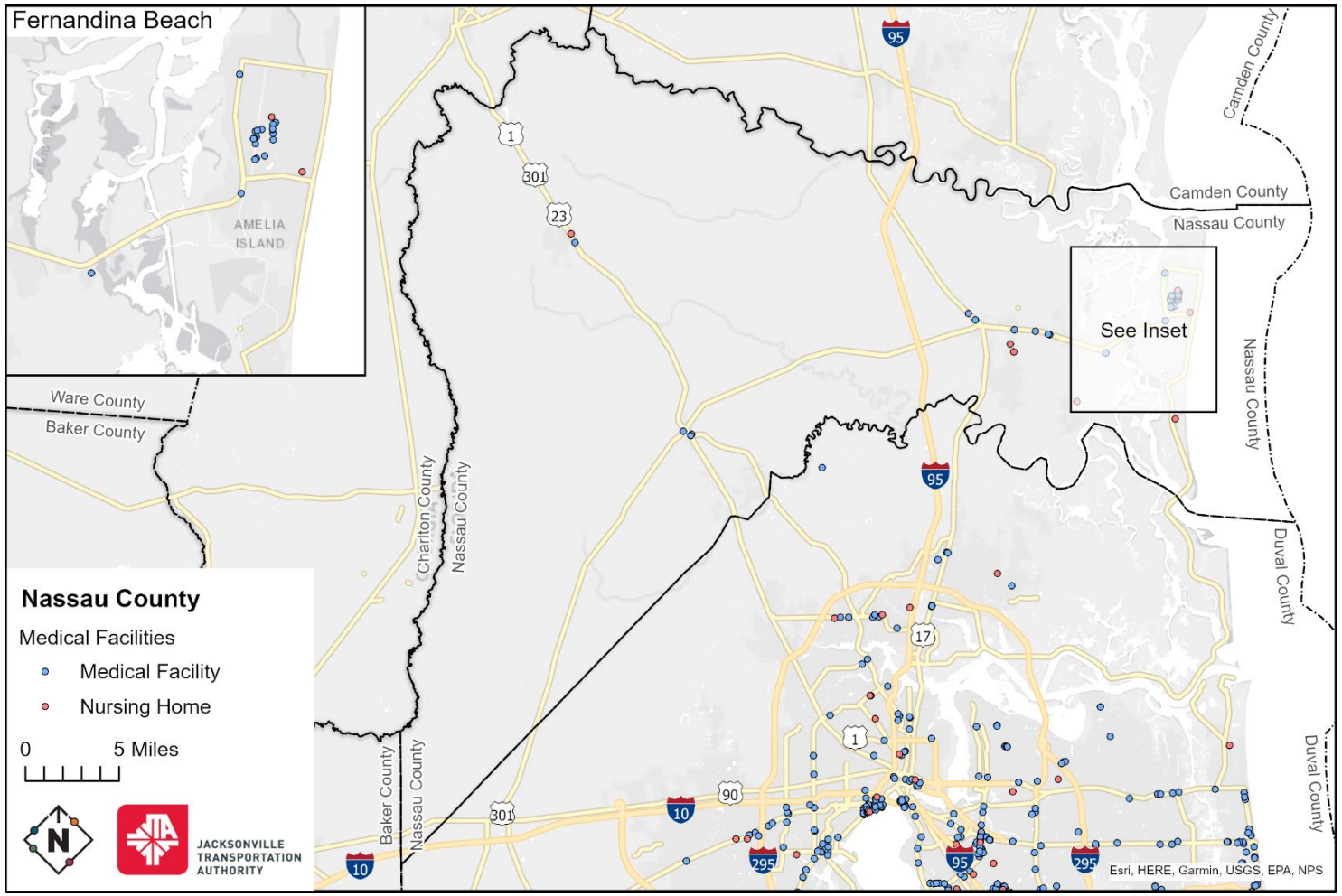
Figure 2-78: Medical Facilities - Clay County



Source: Google Maps

There are two major medical facilities in Nassau County, the Baptist Medical Center, located in Fernandina Beach, and the University of Florida (UF) Health Wildlight Ambulatory Care Center is near SR200, outside of the Yulee area. A number of medical facilities are also concentrated in the Amelia Island-Fernandina Beach area. **Figure 2-79** shows Nassau County's medical facilities.

Figure 2-79: Medical Facilities - Nassau County



Source: Google Maps

Educational facilities represent another key activity center for local and regional transportation planning. Educational facilities are hubs for community activity across different age groups. Students, teachers, faculty, and staff travel to educational facilities to attend class and work on a regular basis. Educational facilities also play host to school events like parent-teacher organization meetings, athletic contests, and art performances, as well as community events like open-house meetings and elections. Educational facilities in Duval County are dispersed throughout Jacksonville, owing to the need to serve a larger student-age population. Fewer educational facilities are located in the more rural parts of the county to the north and west. Areas with the highest student density include Atlantic Highlands, San Jose, Sandalwood, Hillcrest, and Arlington Hills. **Figure 2-80** shows the density of students in Duval County, along with educational facilities.

Clay County's student population per acre is highest in the northeast part of the county near Bellair-Meadowbrook Terrace, Oakleaf Plantation, and Lakeside. Keystone Heights and Green Cove Springs also have areas of higher student density than the rest of the county, which is largely characterized by a low student population density per acre. Schools in the county are clustered in areas with moderate to high student density per acre. **Figure 2-81** maps this demographic and these facilities in Clay County.

The majority of Nassau County has a low student population per acre. Educational facilities are located in or on the periphery of areas with low moderate to high student density. Most of eastern Nassau County has a low moderate density of student population. However, there are some select areas ranging from moderate to high student population density. Fernandina Beach has several areas of high and moderate high student density, as well as adjacent areas of moderate student density. The O'Neil and Hedges areas have moderate high and moderate areas of student density. In central Nassau County, the Ratliff and Hero/Italia areas have a moderate low level of student density. Callahan has a moderate density of students. Further west, Hilliard has a moderate high level of student density. **Figure 2-82** displays this demographic and points of interest in Nassau County.

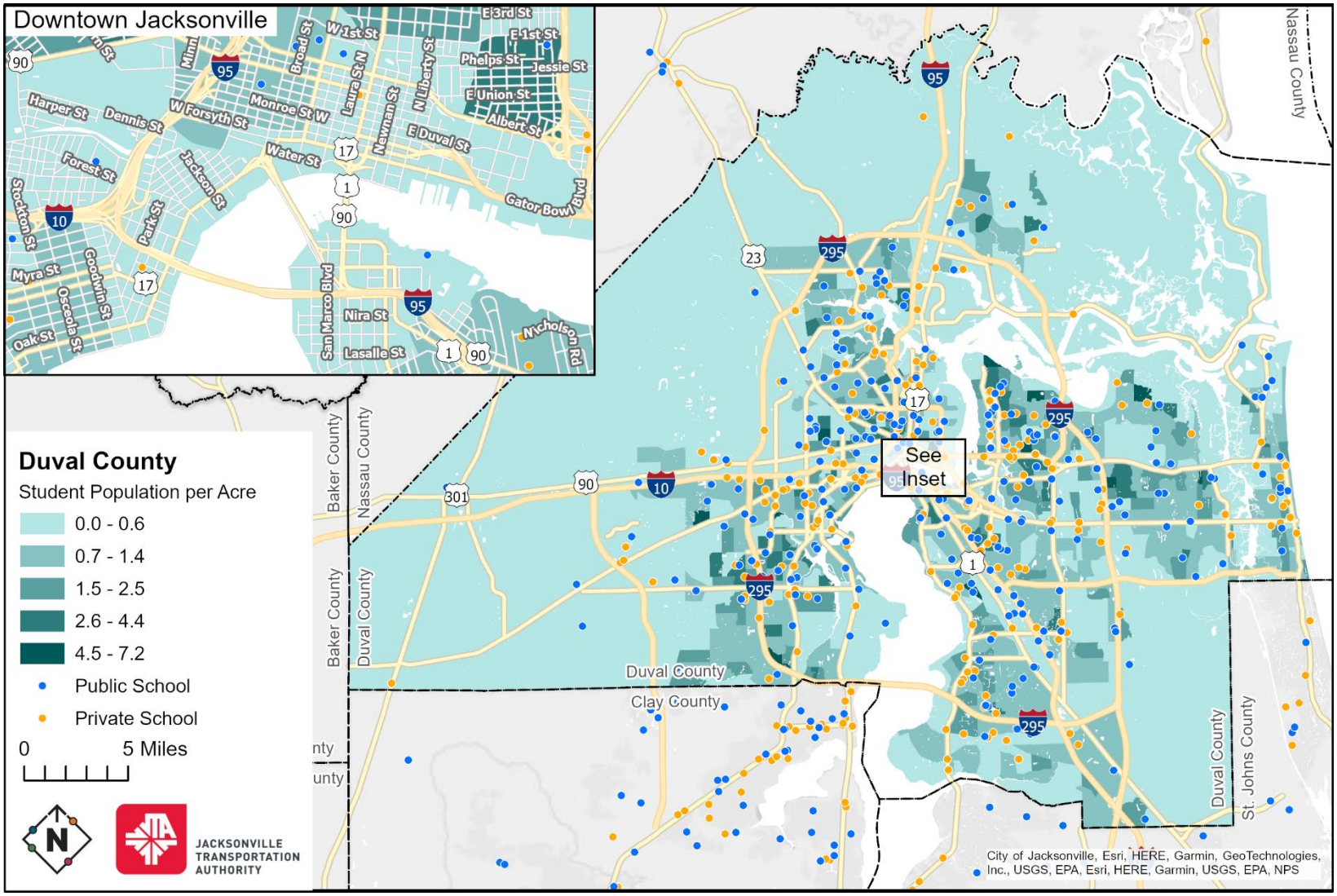
Community centers are another key local point of interest. These can include government facilities, like courthouses and social services, or meeting places, such as town halls and libraries. Community centers like the YMCA or gyms are places where people can engage in physical activity, promoting their health and wellbeing.

Duval County's community centers are dispersed throughout the county, but there is a high concentration of these facilities in central Jacksonville. There are fewer community centers in the rural areas of the county where the population density is lower. Many community centers are concentrated along major arterial roads and highways throughout Duval County. **Figure 2-83** community centers in Duval County.

Similarly, in Clay County, community centers are concentrated mainly along highways and in the northeastern part of the county. **Figure 2-84** visualizes community centers in Clay County.

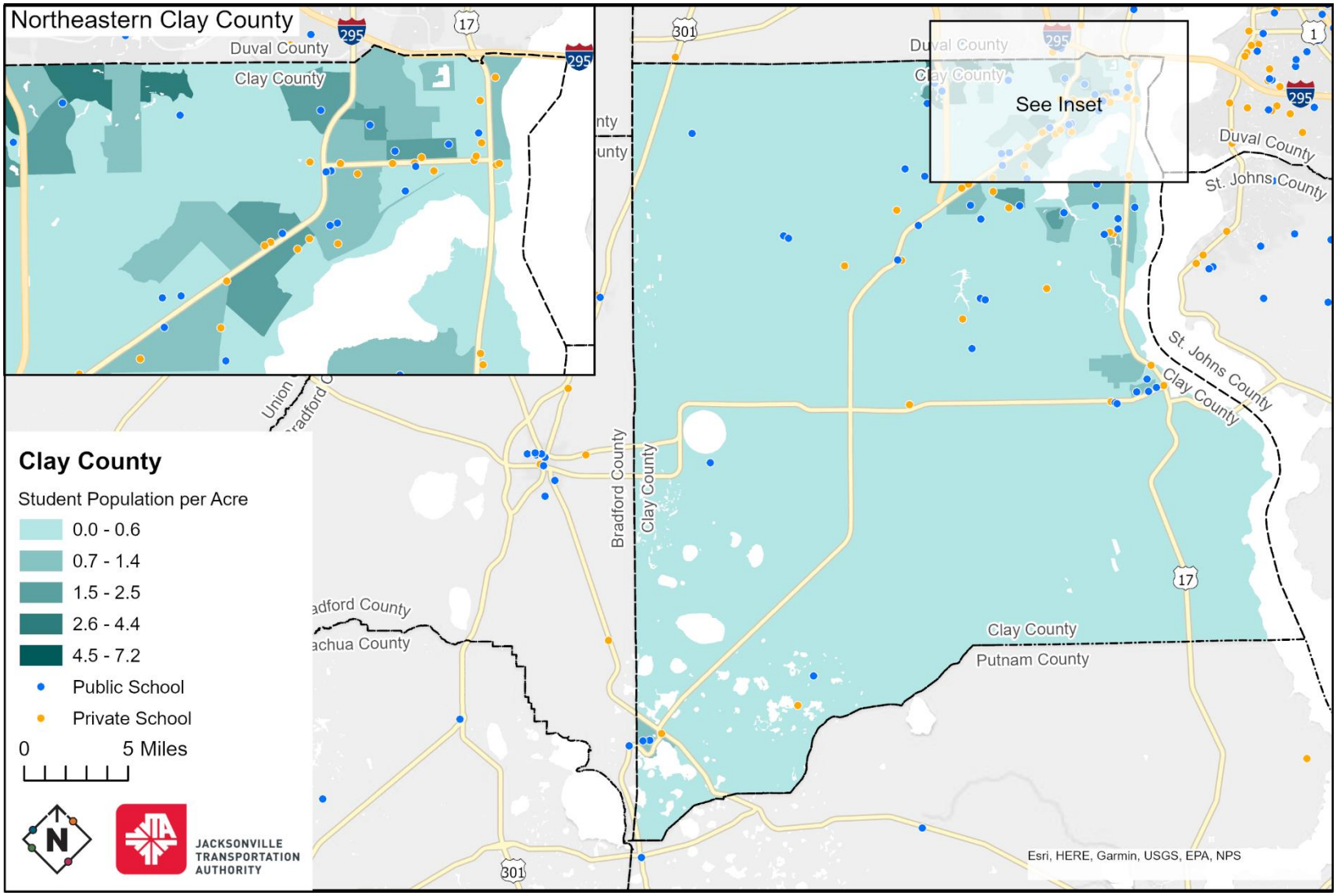
In Nassau County, community centers are clustered near the Fernandina Beach/Amelia Island area where there is greater jobs and population density. These facilities are also located along major arterial roads and highways like Buccaneer Trail, Route 1, and SR-9 throughout the less dense parts of the county. **Figure 2-85** displays Nassau County's community centers.

Figure 2-80: Student Density and Educational Facilities - Duval County



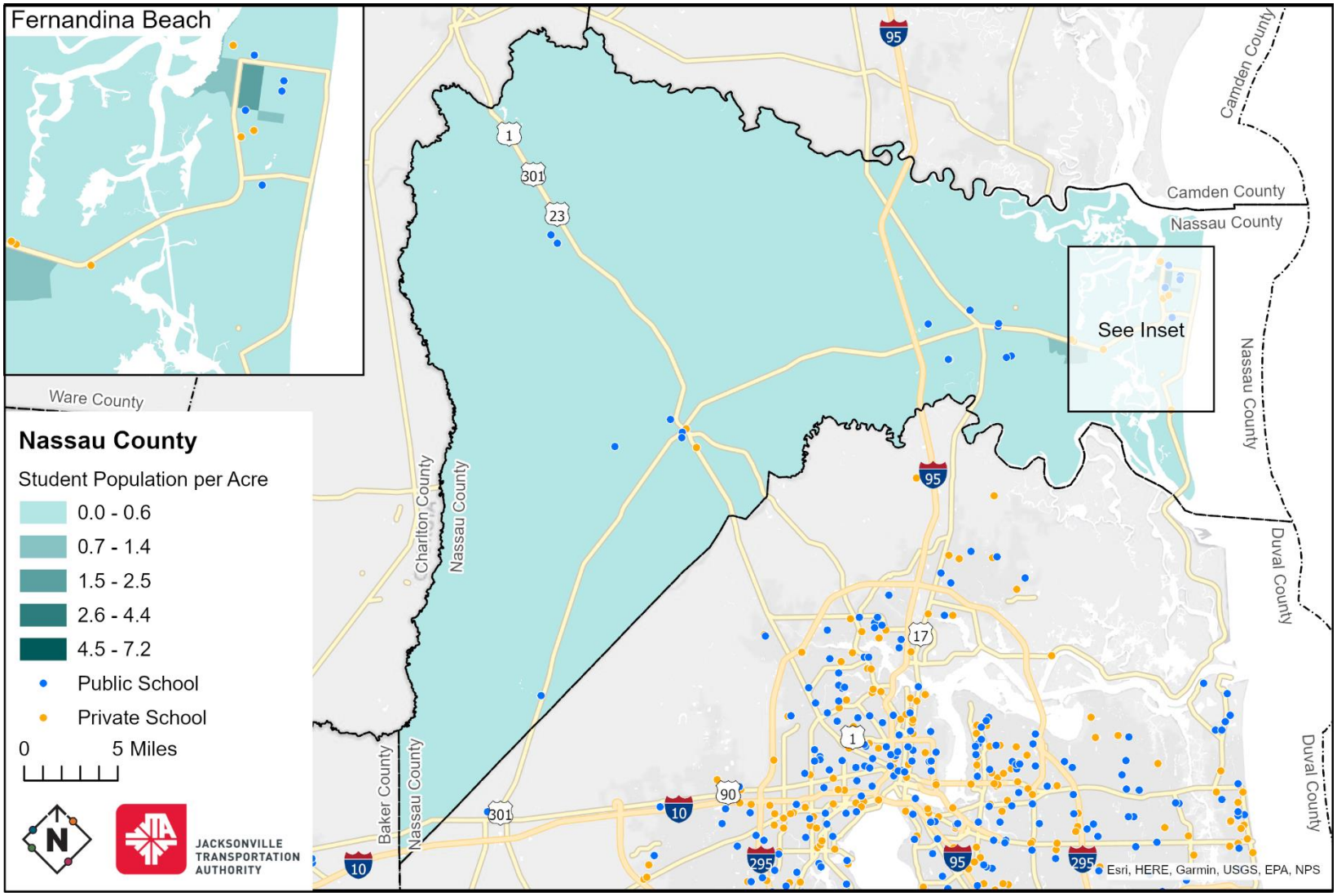
Source: 2022 American Community Survey (ACS) 5-year Estimate

Figure 2-81: Student Density and Educational Facilities - Clay County



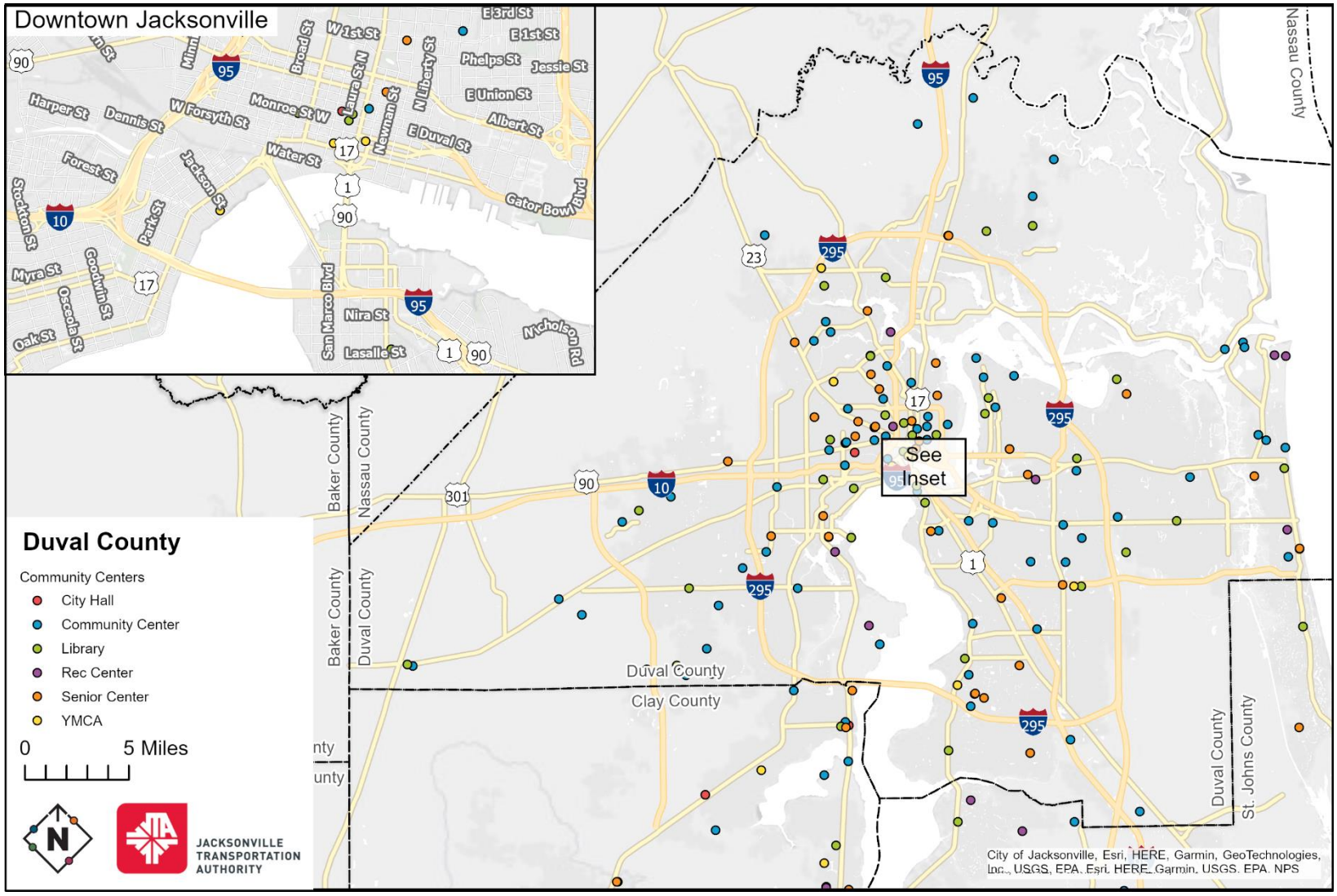
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-82: Student Density and Educational Facilities - Nassau County



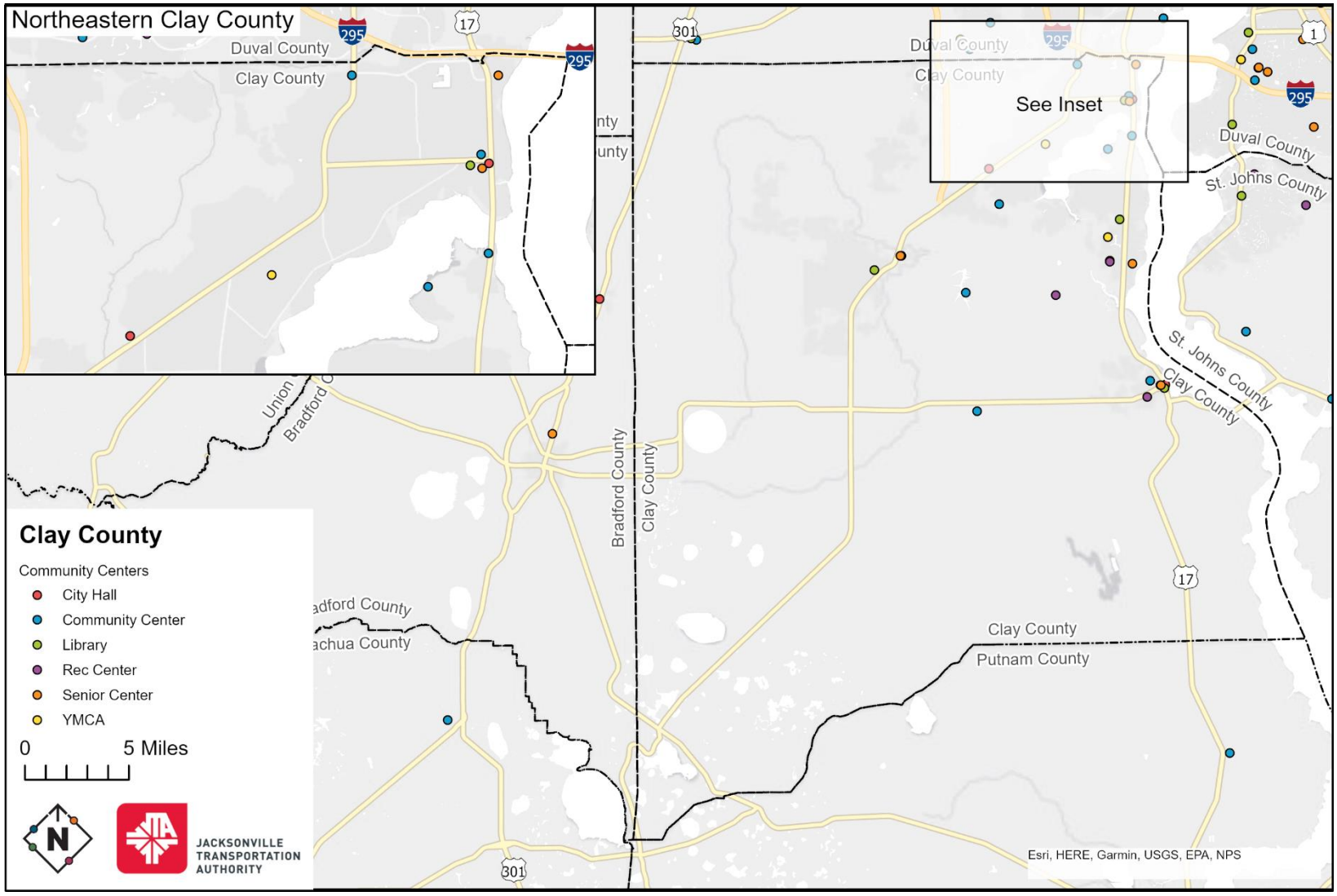
Source: 2022 American Community Survey (ACS) 5-year Estimates

Figure 2-83: Community Centers - Duval County



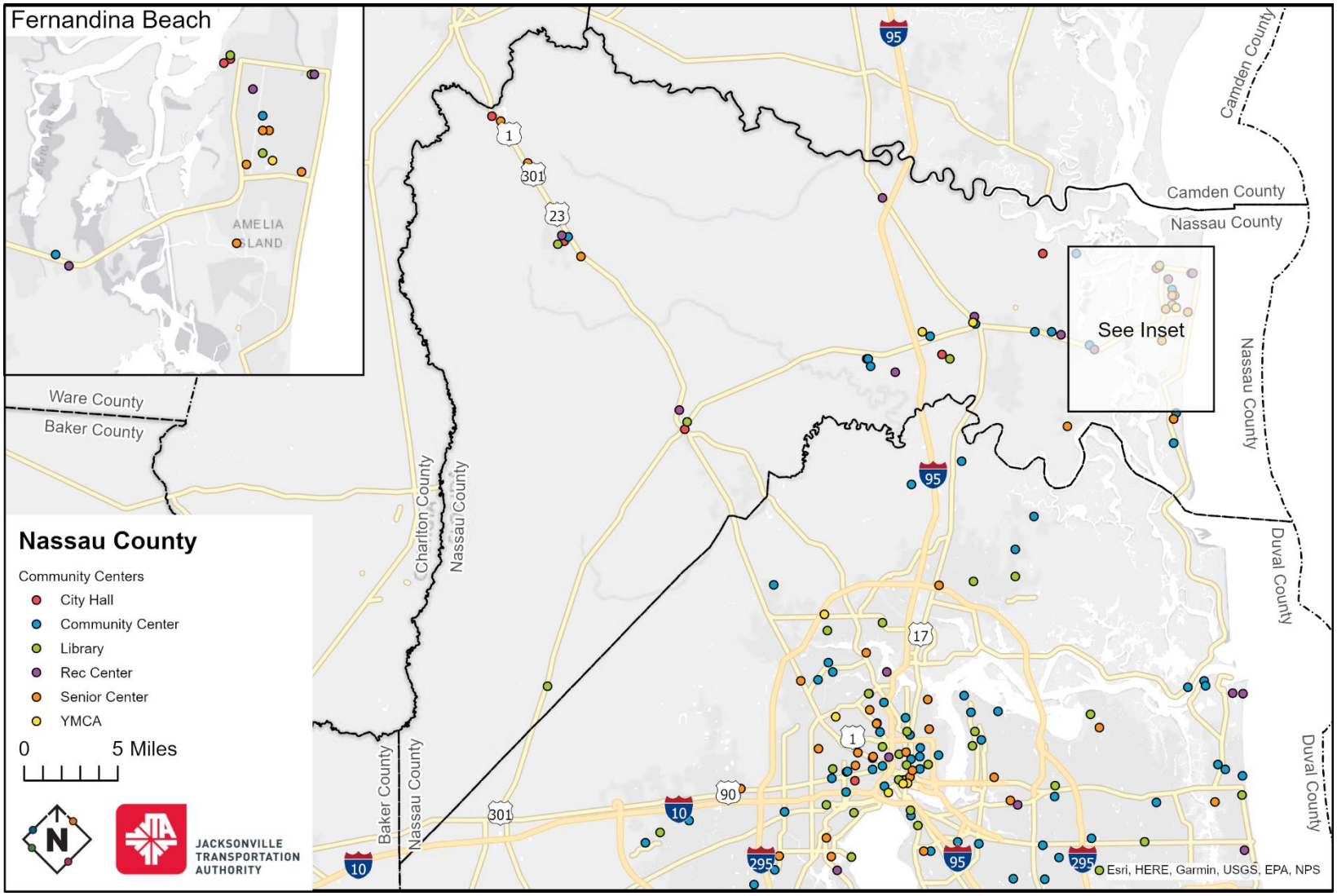
Source: Google Maps

Figure 2-84: Community Centers - Clay County



Source: Google Maps

Figure 2-85: Community Centers - Nassau County



Source: Google Maps

2.5.3. Duval County Land Use Patterns and Scenarios

Existing Land Use Map

Of Duval County's existing land use, residential land use comprises the highest percentage for Duval County (30 percent), likely due to the county's large population and status as a regional jobs center.[1] Agriculture is another significant land use in Duval County, comprising 17 percent of existing land use, and a projected 23 percent of future land use. Though commercial land use is expected to decrease slightly from nine percent of existing land use to six percent of future land use, industrial land use is projected to increase slightly from four percent to six percent.

Though Duval County currently has less than one percent of its land use categorized as mixed-use, future projections show that Duval County will increase mixed-use zoning to eight percent of the county's future land use. Additionally, Duval County will increase its land zoned for conservation from less than one percent to five percent. Land zoned for recreation will remain relatively unchanged; recreational land accounts for two percent of the county currently and is projected to be two percent of the county's future land use.

Owing to the differences in land use categories from existing and future land use data sources, some land uses were condensed into the public category for Duval County's existing land use, which accounts for 25 percent of the county. This figure decreases to eight percent for future land use. Additionally, unspecified land uses categorized as "Other" total four percent of the county's existing land use. Since future land uses are changeable and not always specified in advance, the percent of "Other" land use decreases to zero for the county's future projections. **Figure 2-86** maps Duval County's existing land use.

Future Land Use Map

Duval County's future land use provides some insight into the future of the county, which have implications for transportation planning.[2] The increase in residential zoning indicates the potential for future population growth, which may lead to a higher demand for public transportation services. The increase in mixed-use zoning will also likely have an impact on housing stock and employment centers. Areas with a greater mix of uses are key areas for public transportation agencies to serve because they attract a greater diversity of people traveling at various times of the day. Note that some future land use data was not available for Baldwin and Neptune Beach. **Figure 2-87** depicts its future land use. Note that the land use types have been condensed into a simplified list, as current and future land use categories did not always align.

[1] Duval County Government, Florida Geographic Data Library
[2] Florida Geographic Data Library

Figure 2-86: Existing Land Use – Duval County

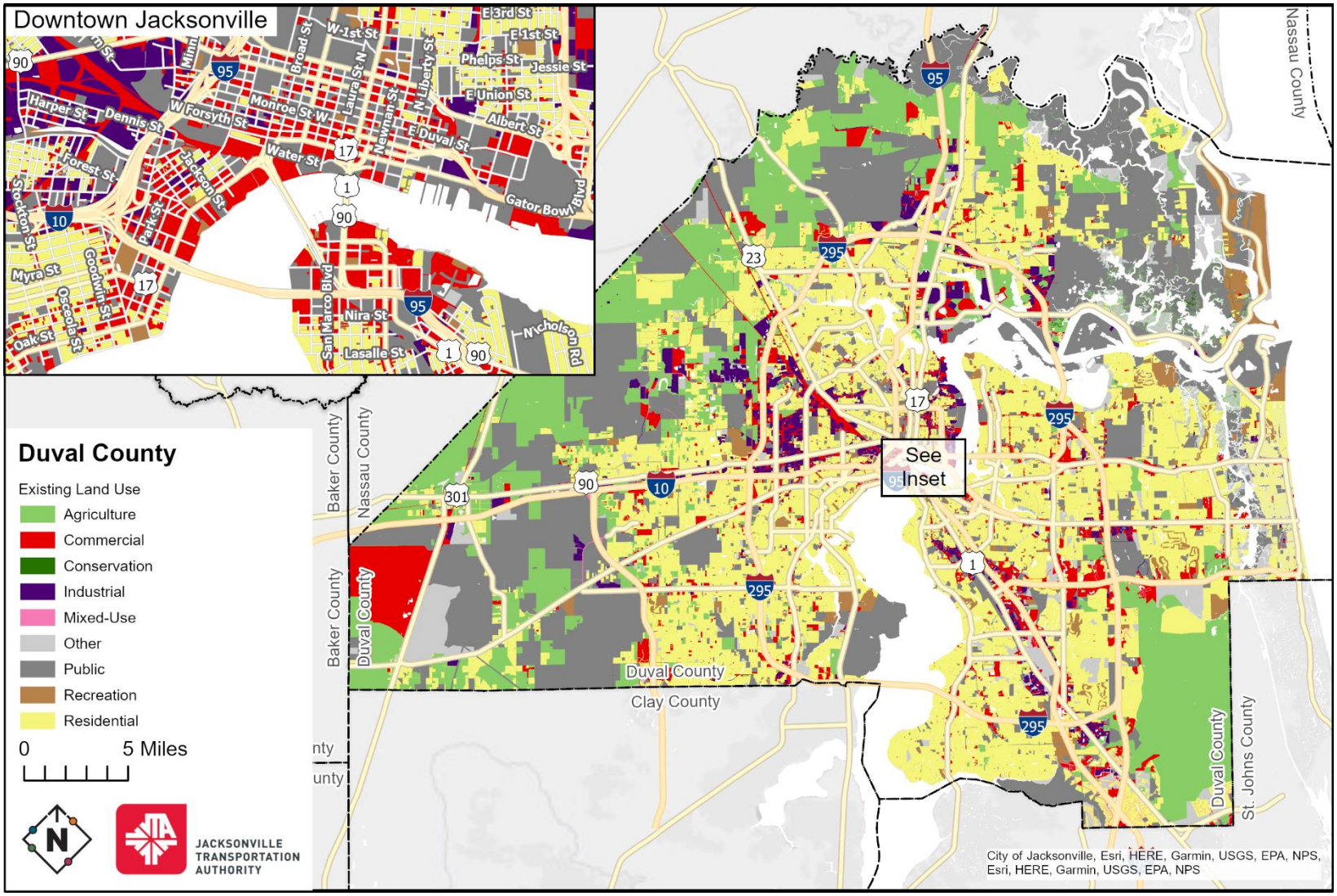


Figure 2-87: Future Land Use – Duval County

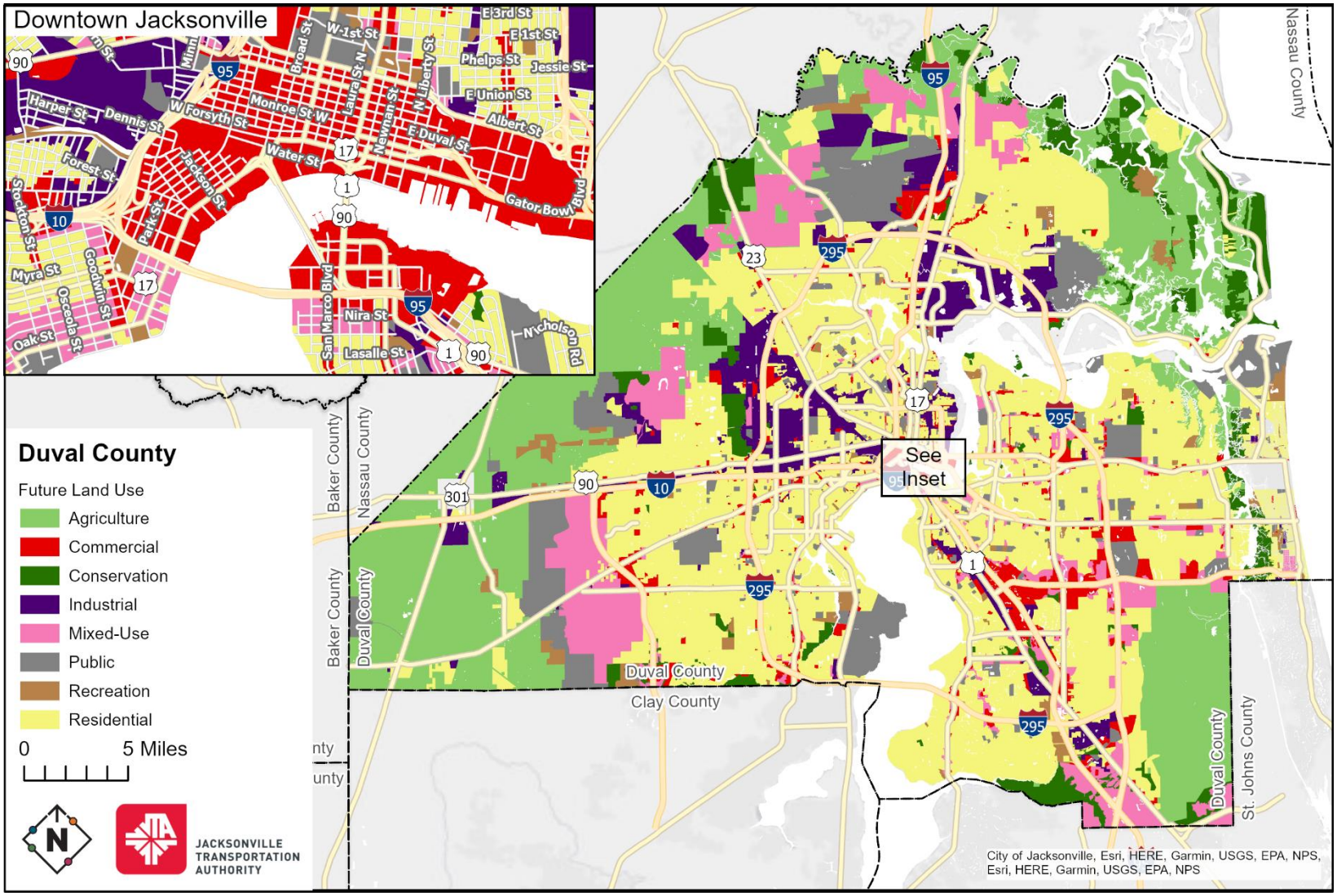


Figure 2-88 displays pie charts comparing Duval County's existing and future land use.

Figure 2-88: Existing and Future Land Use– Duval County[3]

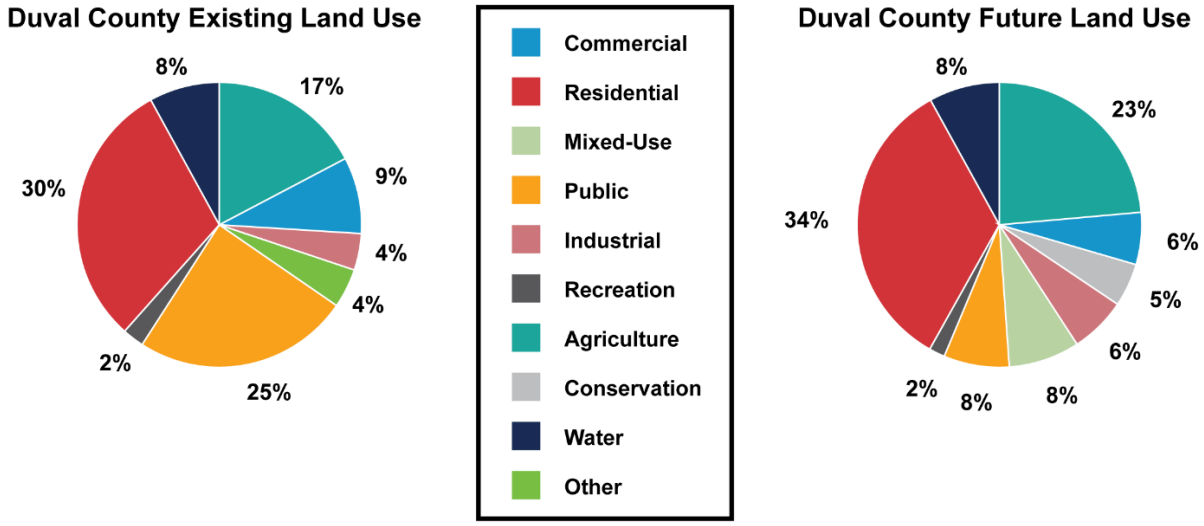


Table 2-17 displays the percent change in land use for each category from its existing land use to its future land use.

Table 2-17: Existing and Future Land Use Percentage Comparison – Duval County[4]

Land Use	Existing Land Use %	Future Land Use %	Change
Agricultural	17%	23%	+6%
Commercial	9%	6%	-3%
Conservation	<1%	5%	+4%
Recreation	2%	2%	0%
Residential	30%	34%	+4%
Mixed-Use	<1%	8%	+7%
Industrial	4%	6%	+2%
Water	8%	8%	0%
Public	25%	8%	-17%
Other	4%	0%	-4%

[3] Duval County Government, Florida Geographic Data Library
[4] Duval County Government, Florida Geographic Data Library

2.5.4. Clay County Land Use Patterns and Scenarios

Existing Land Use Map

Clay County's land use mix differs from Duval County's land use in several ways but shares some similarities. Agriculture comprises 42 percent of Clay County's existing land use, which is more than twice as much as Duval County.[5] Industrial and commercial land use comprise three percent and one percent, respectively, of Clay County's existing land use. Land use for recreation totals 12 percent of existing land use in Clay County. Public land use accounts for 21 percent of Clay County's land use. The Camp Blanding Wildlife Management Area makes up a large part of the county zoned for public use. Like Duval County, Clay County has a small portion of its existing land use categorized as "Other" for various uses. **Figure 2-89** maps Clay County's existing land use.

Future Land Use Map

Clay County does not currently have a mixed-use zoning category. However, future land use projections show that mixed-use zoning will account for 10 percent of the county's future land use.[6] Ten percent of the county's current land use is zoned for planned developments. This figure decreases to four percent of the county's future land use, likely due to these planned developments being fully constructed and categorized differently in the future. Much of the area designated for planned zoning in **Figure 2-89** is shown as mixed-use in **Figure 2-90**, which displays Clay County's future land use. Several areas are zoned for conservation as well. Conservation is projected to increase from zero percent of existing land use to two percent of future land use in the county.

Similar to Duval County, residential land use is projected to increase in Clay County from nine percent to 17 percent, nearly twice as much. The increases in residential land use, mixed-use are key for Clay County's transportation planning, as they will attract different trip takers and increase the demand for transportation services to these areas. The increase in land zoned for recreation may lead to more travel to these areas as well.

[5] Clay County Government
[6] Florida Geographic Data Library

Figure 2-89: Existing Land Use – Clay County

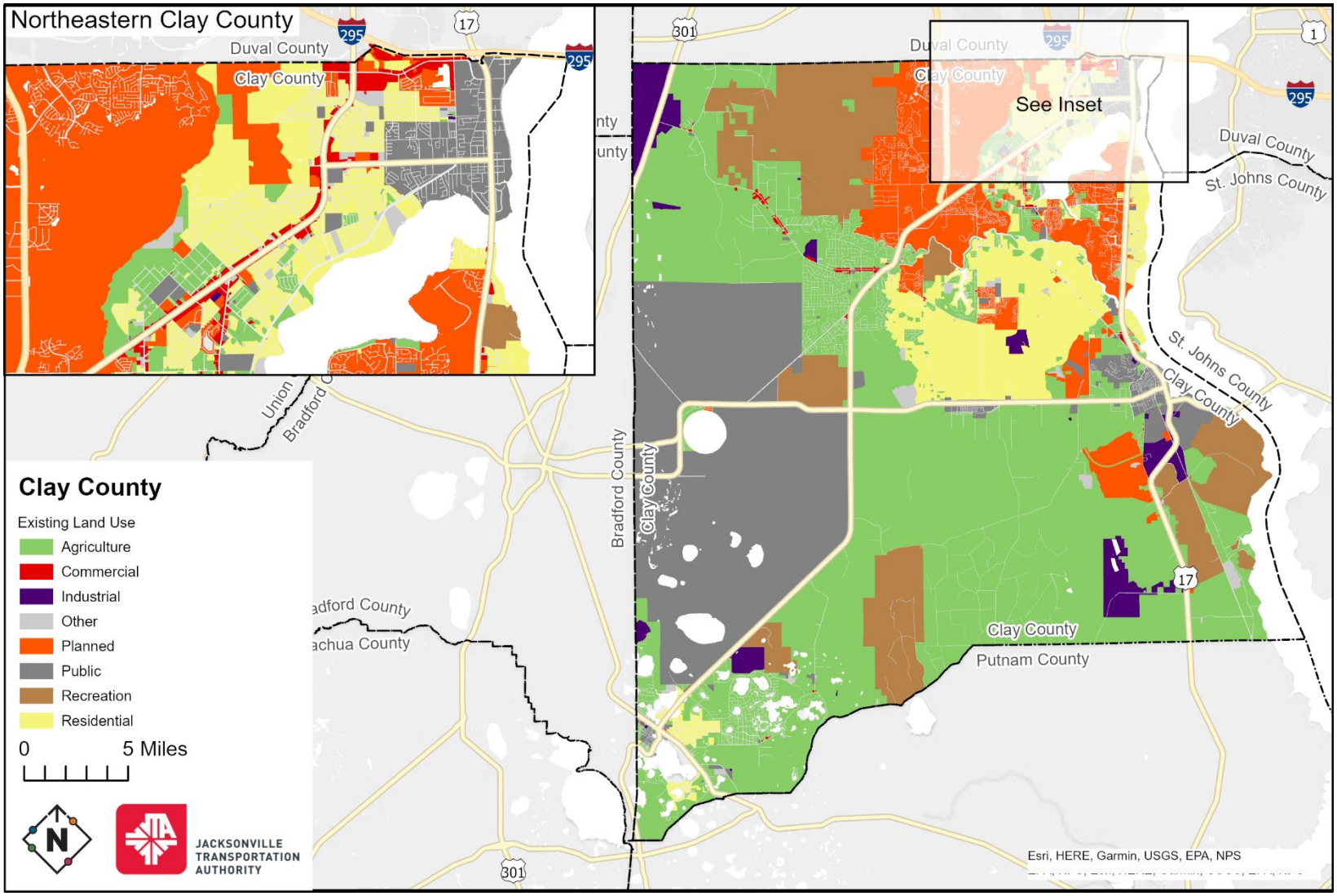


Figure 2-90: Future Land Use – Clay County

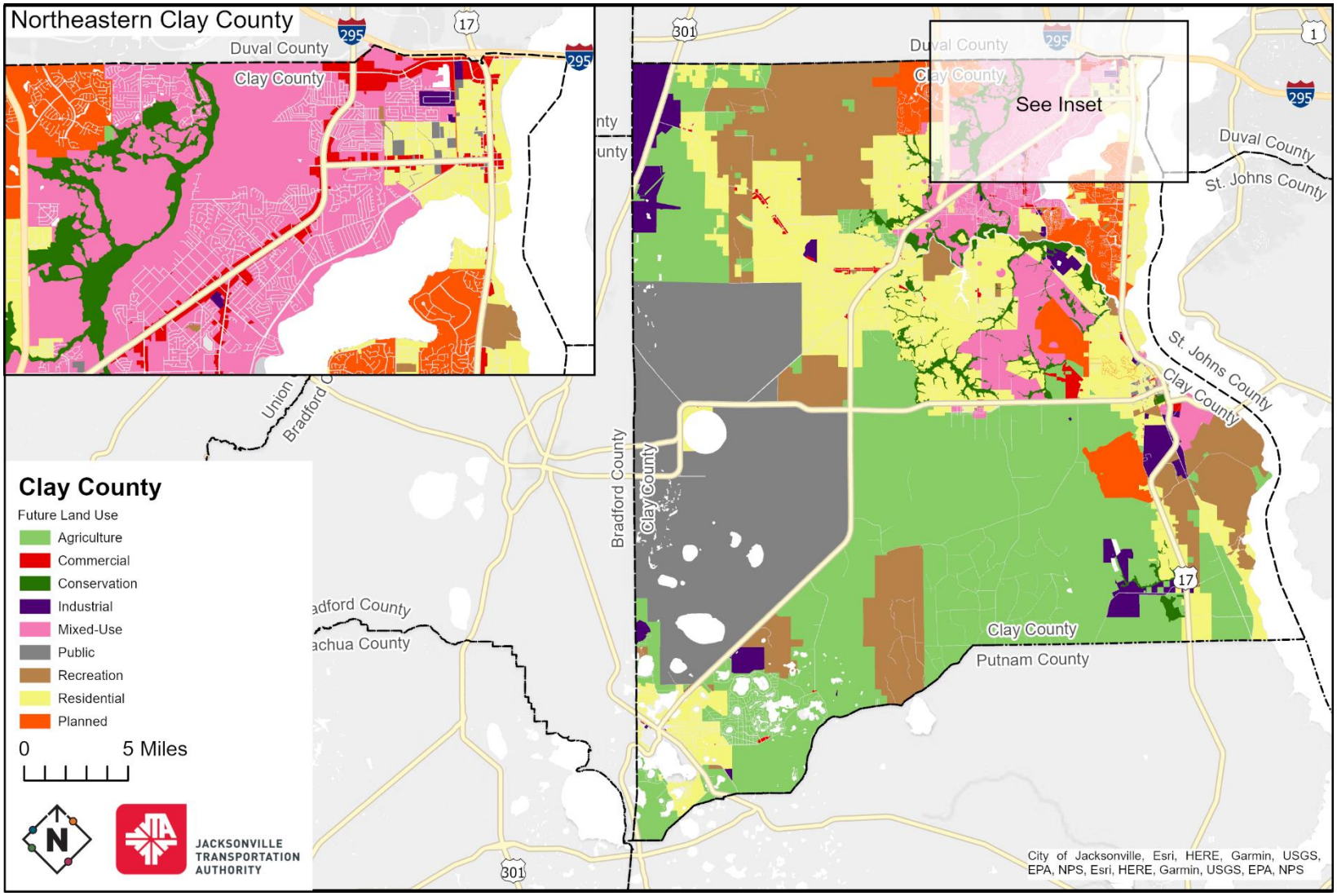


Figure 2-91 shows pie charts comparing Clay County's existing and future land use.

Figure 2-91: Existing and Future Land Use – Clay County[7]

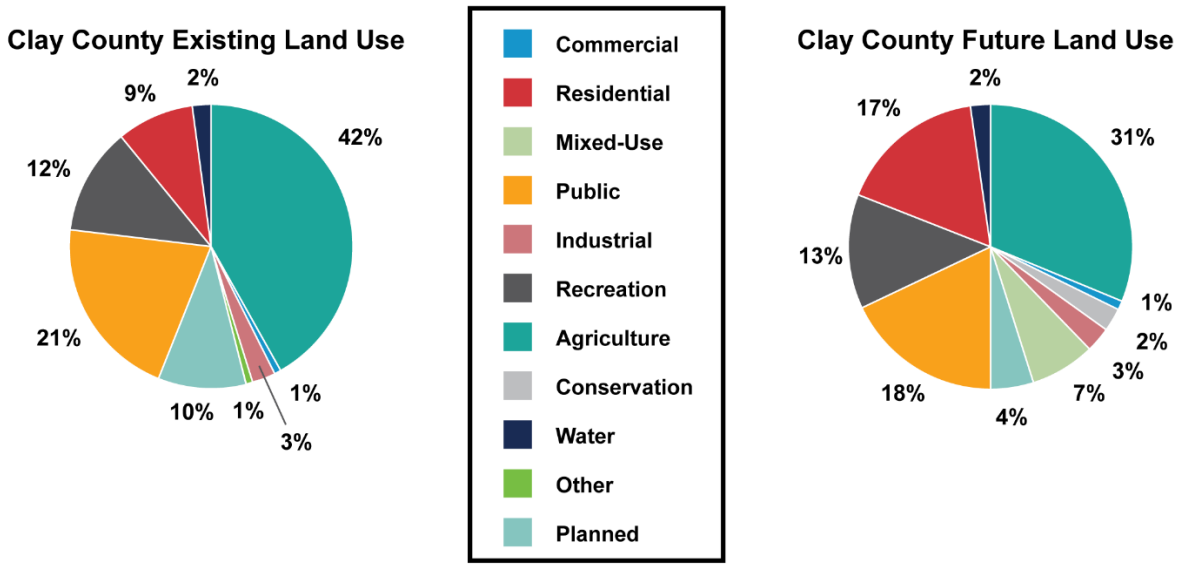


Table 2-18 displays the percent change in land use between Clay County's existing and future land use.

Table 2-18: Existing and Future Land Use Percentage Comparison - Clay County[8]

Land Use	Existing Land Use %	Future Land Use %	Change
Agricultural	42%	31%	-11%
Commercial	1%	1%	0%
Conservation	0%	2%	+2%
Recreation	12%	13%	+1%
Residential	9%	17%	+8%
Mixed-Use	0%	7%	+7%
Industrial	3%	3%	0%
Water	2%	2%	0%
Public	21%	18%	-3%
Planned	10%	4%	-6%
Other	1%	0%	-1%

[7] Clay County Government, Florida Geographic Data Library
[8] Clay County Government, Florida Geographic Data Library

2.5.5. Nassau County Land Use Patterns and Scenarios

Existing Land Use Map

Nassau County's land use is mainly agricultural, with 78 percent of its land being used for agricultural purposes. The south-central and western parts of Nassau County are mainly unincorporated and are mainly comprised of agricultural land use compared to the eastern part of the county and the coast. Mixed-use accounts for the second-highest land use type, with six percent of land zoned as mixed-use. Mixed-use parcels are mainly located in the northeast part of the county outside of Yulee.

Four percent of Nassau County's land use is for conservation purposes, mainly in the eastern part of the county. Water, residential, and planned developments each account for three percent of Nassau County's land use. Bodies of water are located along the coast and wetlands in eastern Nassau County.

Residential land use is concentrated in Nassau County's incorporated towns. Land use for planned developments is located on Amelia Island, and in Yulee, Callahan, and Crawford. Parcels used for commercial, industrial, and public land use each comprise one percent of the county's land use, while there is currently no land for recreational purposes. Commercial and industrial land uses are mainly located in the incorporated towns of Nassau County. Some public land use is located on the periphery of Bryceville and Crawford in western Nassau County**.** **Figure 2-92** maps existing land use in Nassau County.

Future Land Use Map

Nassau County's future land use shows increasing levels of development that will reduce the amount of land used for agriculture from 78 percent to 69 percent. Residential land use is projected to increase from three percent to 10 percent of the county's land use, with more residential land increasing around Nassau County's incorporated towns. Although Nassau County projects future increases in population, the county is taking steps to preserve land by increasing its land for conservation from four percent to nine percent of its land use. More land for conservation will be located along the border with Duval County, and in parts of northwest and southwest Nassau County. Commercial, industrial, mixed-use, recreational, and water land uses will remain at their current levels. Public and planned development land uses will both decrease to zero percent. **Figure 2-93** displays Nassau County's future land use.

Figure 2-92: Existing Land Use - Nassau County

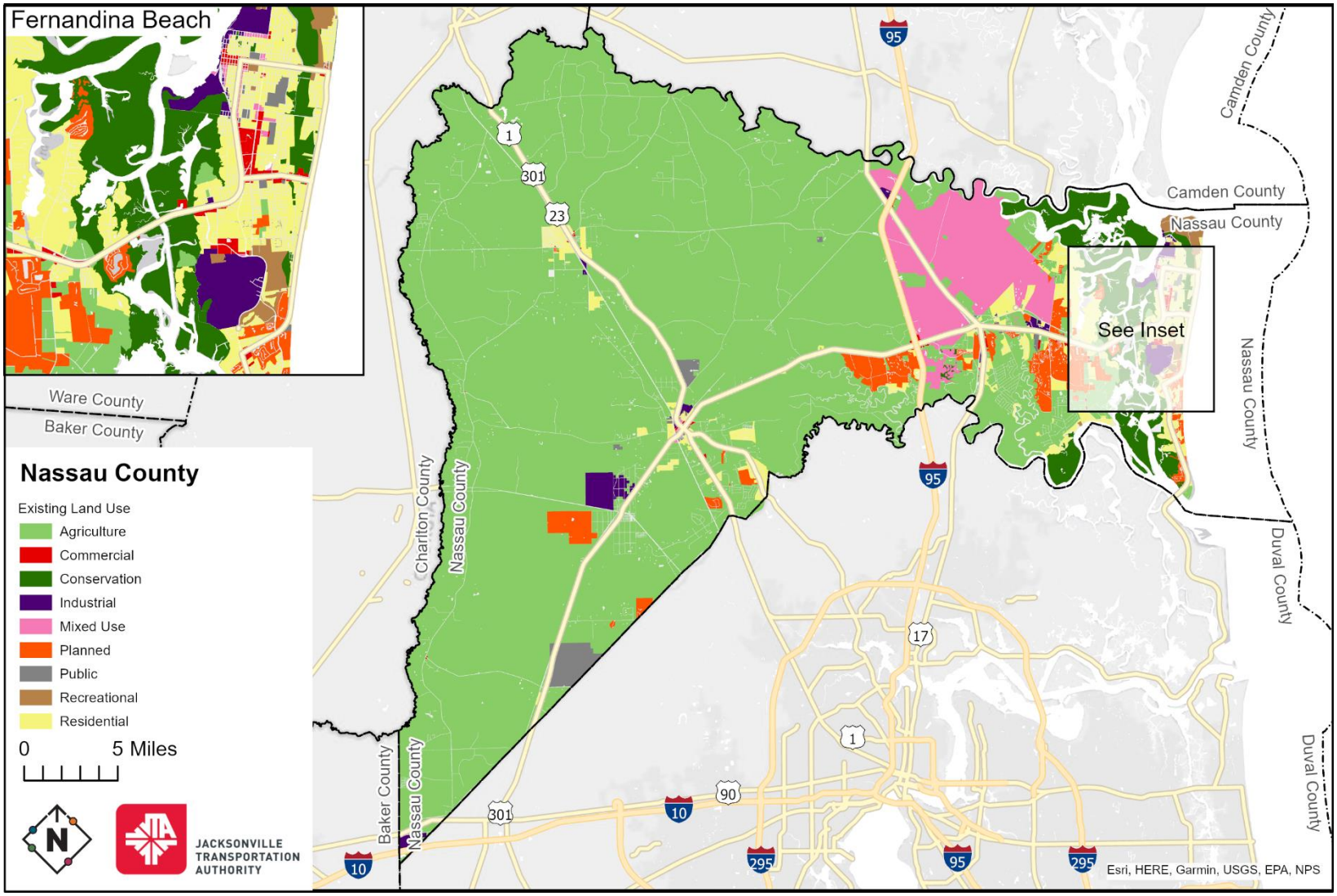


Figure 2-93: Future Land Use - Nassau County

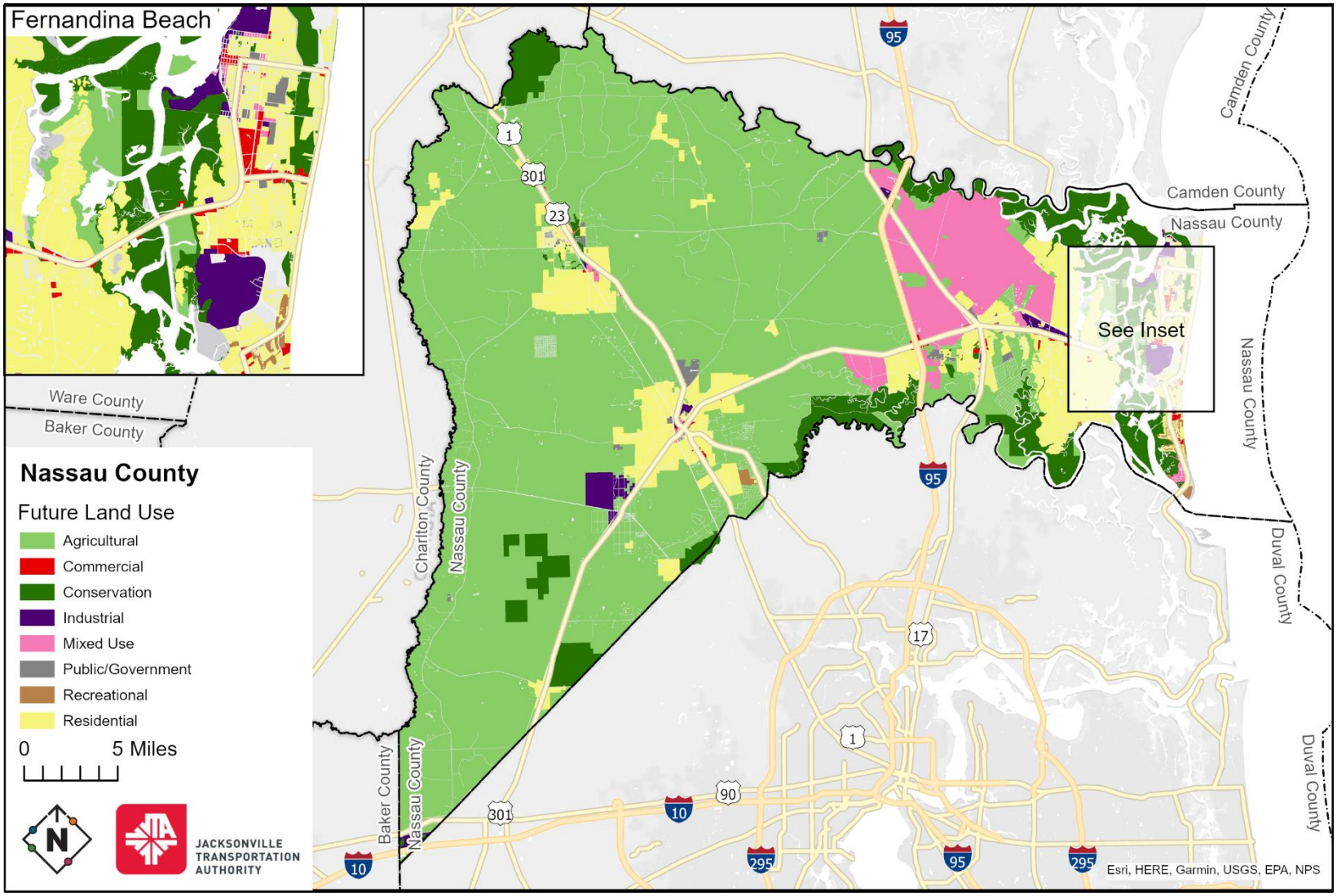


Figure 2-94 visualizes the percent of each land use type for both existing and future land use for Nassau County.

Figure 2-94: Existing and Future Land Use - Nassau County[9]

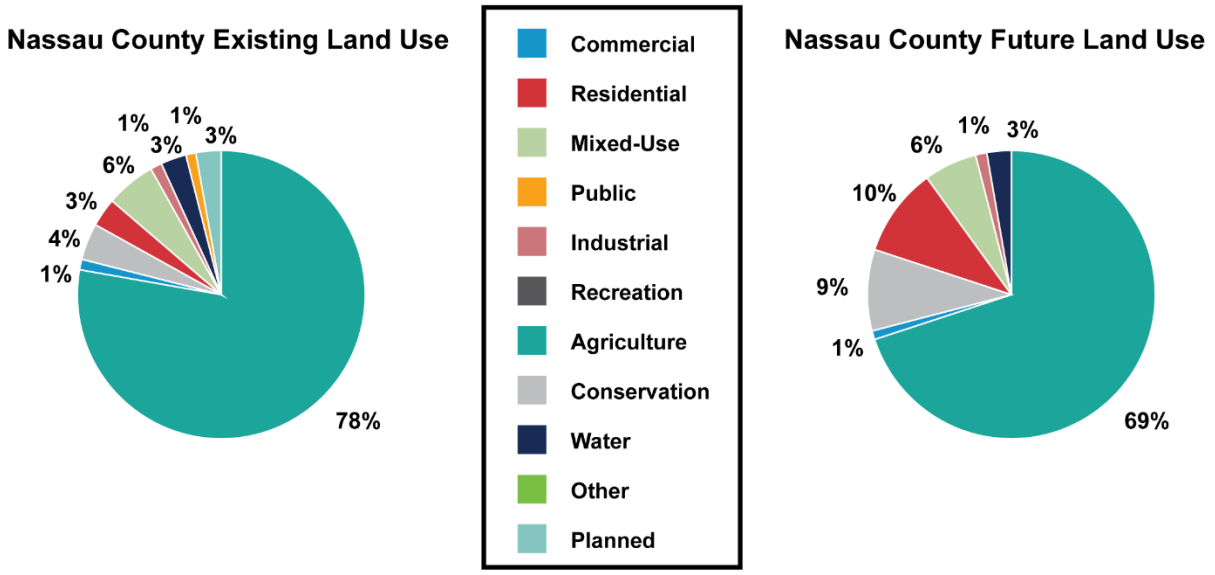


Table 2-19 displays the percentage of each land use type and the change from existing land use to future land use.

Table 2-19: Existing and Future Land Use Percentage Comparison - Nassau County[10]

Land Use	Existing Land Use %	Future Land Use %	Change
Agricultural	78%	69%	-9%
Commercial	1%	1%	0%
Conservation	4%	9%	+5%
Recreational	0%	0%	0%
Residential	3%	10%	+7%
Mixed Use	6%	6%	0%
Industrial	1%	1%	0%
Water	3%	3%	0%
Public	1%	0%	-1%
Planned Development	3%	0%	-3%

[9] Nassau County Property Appraiser Office, Town of Callahan

[10] Nassau County Property Appraiser Office, Town of Callahan

2.5.6. Expected Future Transportation System Congestion

Whereas forecasting growth in development intensity helps us understand where transportation demand may grow, the transportation system itself has a fixed supply of space to convey people from place to place. Put simply, there are only so many feet of roadway and so much space on transit vehicles to accommodate all of the transportation that the people living in the JTA service area need to consume in order to live their lives. Where the demand for transportation exceeds supply, we experience congestion.

Transit is more space-efficient than an automobile: one bus or train car can carry more people per square foot than a personal vehicle. Therefore, understanding where roadway congestion may increase to unacceptable levels in the future is essential for planning transit service over the long term: JTA can use this information to target future transit improvements to where future automobile bottlenecks may arise – and therefore where non-transit travel times will increase the most. In addition, where transit service is already present in mixed traffic, such an understanding can help JTA assess whether additional reliability improvements can boost transit's usefulness to users. This section summarizes an analysis of current and future roadway congestion in the JTA service area for this purpose.

Roadway Volume-to-Capacity (VCR) Analysis

To assess the effect and distribution of changing levels of traffic congestion, this study compares roadway volume-to-capacity ratios (VCRs) over time. In this case, "volume" refers to the number of vehicles traversing a given segment of roadway, and "capacity" refers to the maximum number of vehicles accounted for in the engineering design of that segment. Lower VCRs correspond with better, more free-flowing roadway conditions; higher VCRs indicate worse, more congested conditions. Put another way: congestion builds as traffic volumes grow, and gridlock occurs when volume exceeds capacity.

This analysis compared estimated segment-level travel in the JTA service area using the Northeast Regional Planning Model (NERPM)'s base and future years of 2015 and 2045. NERPM is the regional travel forecasting model maintained by FDOT and is the regulatory standard for travel forecasts.[11]

Results

Table 2-20 shows the areas with the highest current and projected traffic congestion. The predicted worsening of traffic congestion in the region's urban centers assumes no change in the capacity of the transportation network. In fact, the level of roadway congestion is dependent upon changes made to the region's transportation network. For example, new investments in public transportation could reduce the number of cars on the road by shifting a portion of the region's travel onto other modes.

Some currently congested areas, like I-95 in downtown Jacksonville and I-10 between downtown and Westside, are expected to maintain the current level of congestion. Several major roads are expected to see congestion worsen substantially, including Baymeadows Road on Jacksonville's Southside, San Jose Boulevard (SR-13), and JTB (SR-202).

[11] https://www.fdot.gov/forecasting/fl-transportation-forecasting-resource-hub/models

Table 2-20: Top Growing Congestion Areas

Road Name	Location/Segment	2015 V/C Ratio	2045 V/C Ratio	Observations
I-95	Downtown Jacksonville	>1.20	>1.20	Consistently high congestion, critical interstate
I-10	Downtown to Westside	>1.20	>1.20	Major east-west corridor, severe congestion
I-295	Beltway around	0.91-1.00	>1.20	Increasing congestion around the beltway
Beach Boulevard (US-90)	East Jacksonville to Beaches	0.81-0.90	1.01-1.20	Significant congestion growth in suburban areas
Atlantic Boulevard (SR-10)	East Jacksonville to Beaches	0.81-0.90	1.01 - 1.20	Growing congestion towards the beach areas
Blanding Boulevard	Jacksonville to Orange Park	0.91-1.00	>1.20	High congestion in suburban and urban areas
US-17	Southside to Northside	0.91-1.00	>1.20	Key north-south route, increasing congestion
Baymeadows Road	Southside Jacksonville	0.81-0.90	1.01-1.20	Increasing congestion in residential areas
San Jose Boulevard (SR-13)	Mandarin to San Marco	0.81-0.90	1.01-1.20	Congestion growth in heavily developed areas
JTB (SR-202)	Southside Boulevard to Beaches	0.81-0.90	>1.20	Significant congestion increase towards beaches

Figure 2-95 and **Figure 2-96** show the change in roadway congestion, as measured by VCR, across Duval and Clay counties. To visualize the change in VCR between 2015 and 2045, **Table 2-21** associates VCR ranges with levels of congestion. VCR values greater than 1.0 are considered highly congested.

Table 2-21: Congestion Categories and Volume-to-Capacity Ratios

Congestion Category	LOS Categories	V/C Ranges
Low	A, B, C	x < 0.8
Moderate	D, E	0.8 <= x < 1.0
High	F	x >= 1.0

For each roadway segment, the 2015 congestion category was compared with the 2045 category to determine whether traffic is expected to improve, worsen, or stay about the same. The colors of the roadway segments in **Figure 2-95** and **Figure 2-96** represent the values in the “Congestion Change” column of **Table 2-22**.

Table 2-22: Congestion Change Categories

Congestion Change	LOS Categories	Congestion Categories
Stable Low or Moderate	A, B, C, D, or E in both years	Low or Moderate in both years
Stable High	F in both years	High in both years
Low to Moderate	A, B, or C -> D or E	Low -> Moderate
Moderate to High	DE -> F	Moderate -> High
Low to High	ABC -> F	Low -> High

Figure 2-95 shows the projected change in congestion in Duval County. While many local roadways in downtown Jacksonville are expected to see congestion remain the same or experience only a modest increase, many of the major highways and arterial roadways are projected to move from 'low' or 'moderate' to 'high.'

In the Clay County (**Figure 2-96**) traffic congestion is expected to worsen in county's northern half. In the southern portion of the county, congestion is expected to remain 'low' or 'moderate', with the exception of Route 21, which is projected to become highly congested by 2045.

In Nassau County (**Figure 2-97**), traffic congestion is generally expected to remain 'low' or 'moderate' with a few exceptions. In particular, the southernmost segment of I-95 between the Duval County border and State Route 200 is expected to remain 'high' and several roads in and around Fernandina Beach are expected to see significant capacity changes from 'low' to 'high' by 2045, in keeping with expected growth there.

Figure 2-95: Roadway Congestion Change, 2015-2045, Duval County

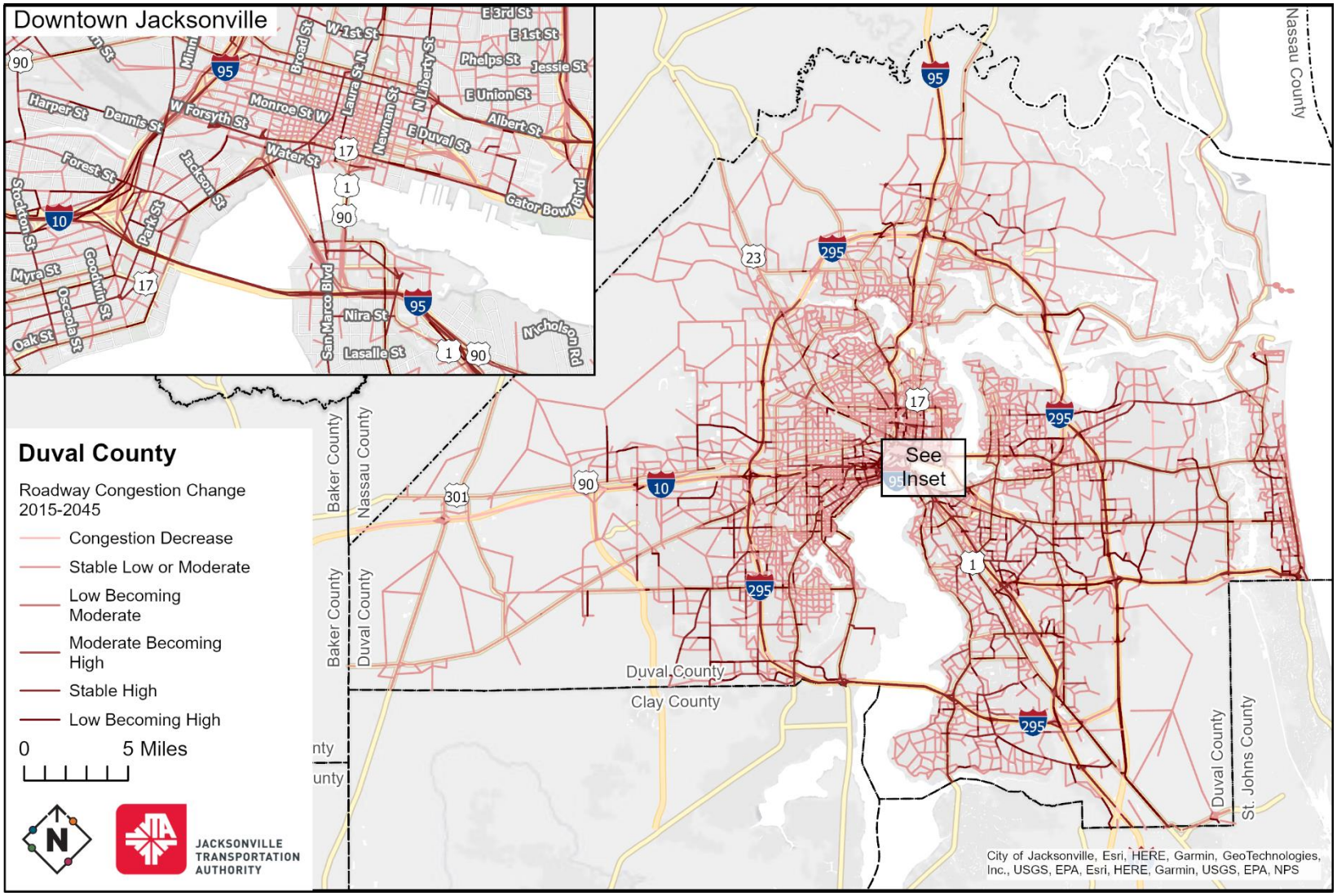


Figure 2-96: Roadway Congestion Change, 2015-2045, Clay County

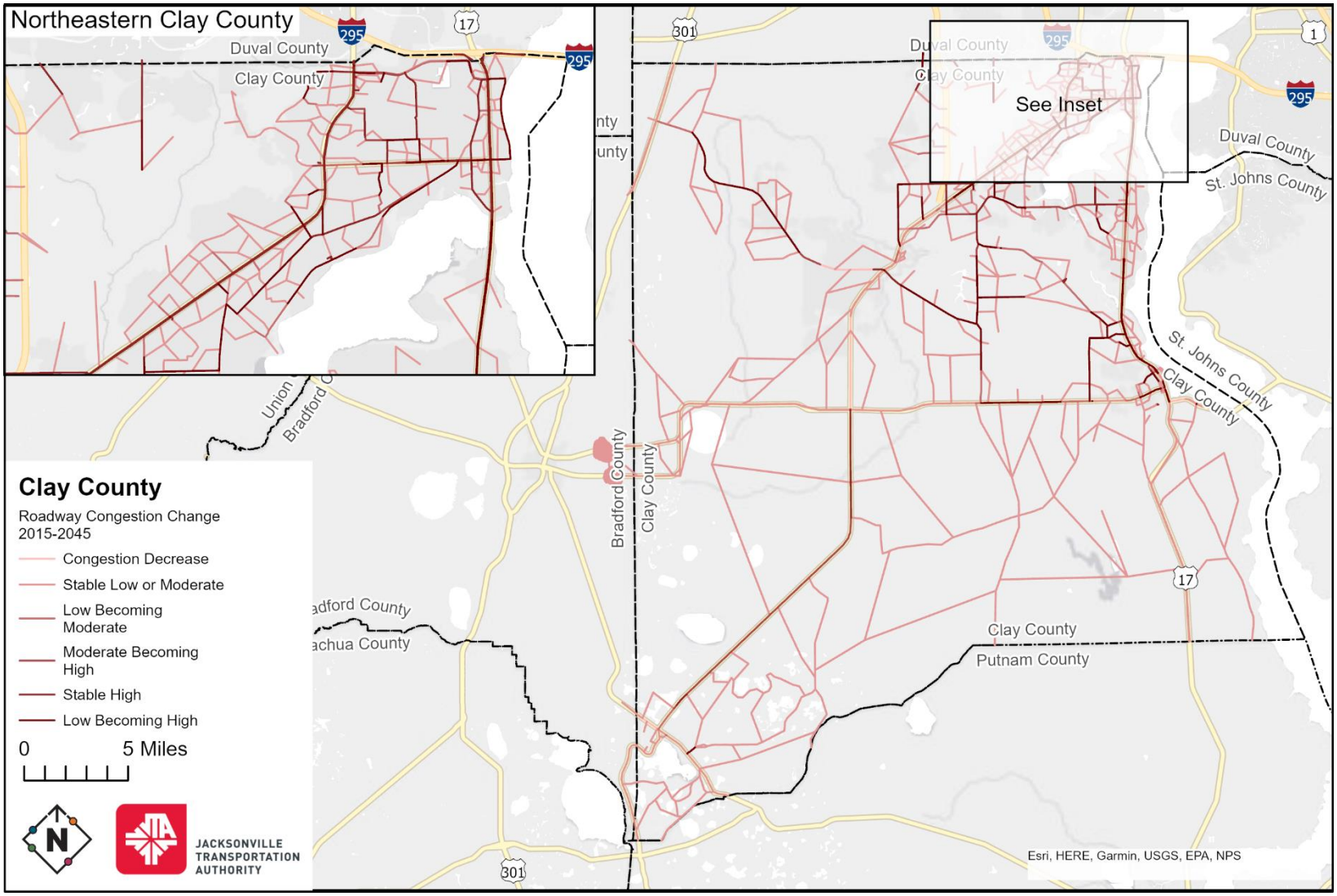
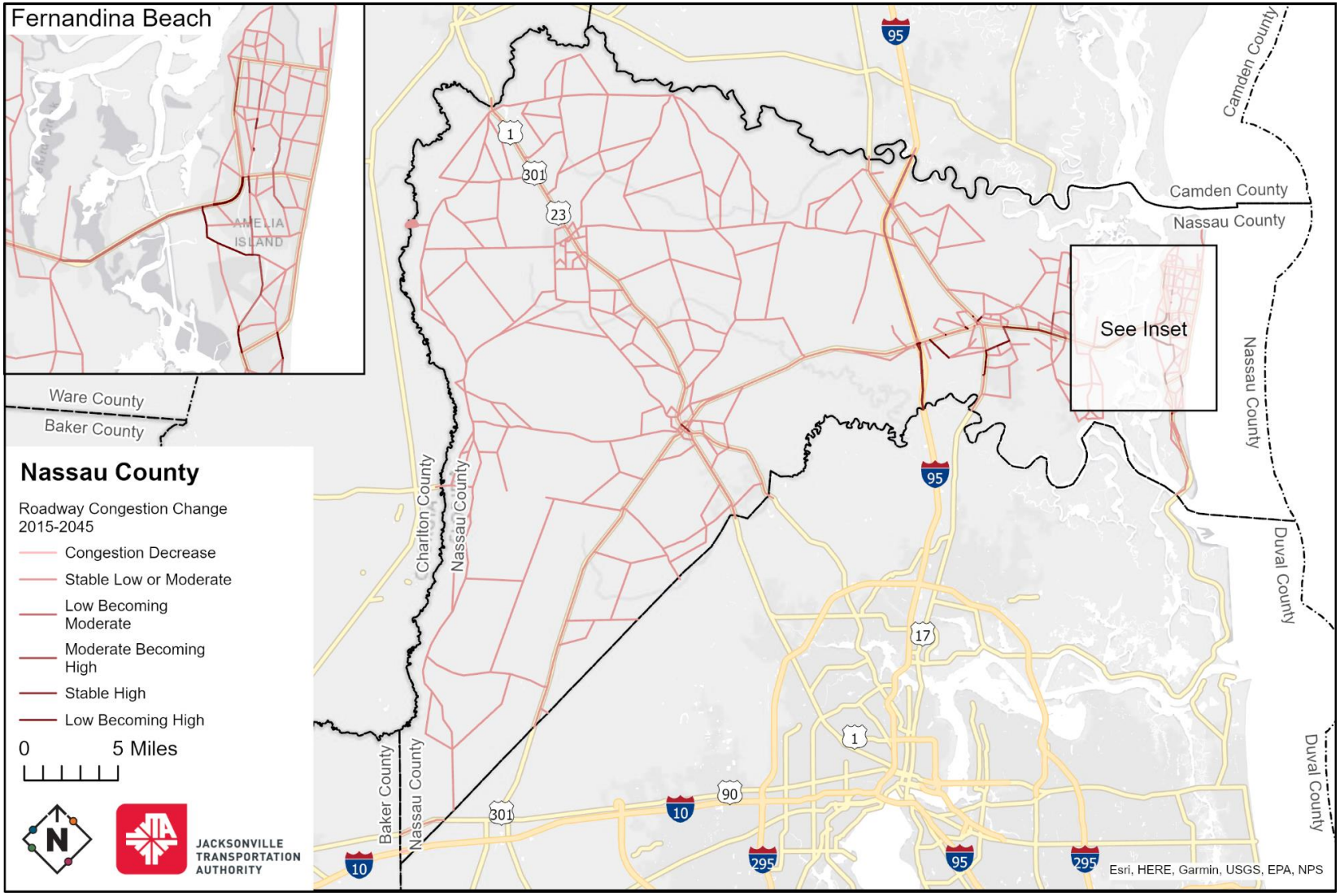


Figure 2-97: Roadway Congestion Change, 2015-2045, Nassau County


Fernandina Beach
AMELIA ISLAND
See Inset
Ware County
Baker County
Charlton County
Nassau County
Camden County
Duval County
Nassau County
Nassau County
Baker County
Nassau County
Duval County
Nassau County
Camden County
Nassau County
Nassau County
Duval County
Nassau County
Nassau County
Nassau

3. EXISTING SERVICES & PERFORMANCE EVALUATION

3.1. Introduction

This section evaluates key operating and performance characteristics for JTA's services. It presents a trend analysis examining how JTA has performed over time and includes comparisons to peer transit agencies—that is, transit agencies with operations similar to JTA. The examination covers existing transit services including fixed-route, demand-response, ferry, and Skyway monorail service.

The Jacksonville Expressway Authority (JEA) was formed in 1955 by the Florida State Legislature. In 1970, JEA and the Jacksonville Area Planning Board began meeting four times per year to coordinate transportation planning for Jacksonville's highways and expressways. In 1971, JEA began operating bus service and was renamed the Jacksonville Transportation Authority.

JTA is an independent state agency responsible for providing public transportation services in Duval County, Clay County, and Nassau County, Florida. Duval County is located on the coast of the Atlantic Ocean in Northeast Florida and contains the Jacksonville metropolitan area. Clay County is located southwest of Duval County and is further inland from the coast. Nassau County is located north of Duval County on the Atlantic Ocean coast.

JTA operates fixed-route and on-demand transit services in both Duval, Clay, and Nassau Counties., More services operate in Duval County than Clay County and Nassau County due to Duval County's larger population. Transit services operating in Clay County and Nassau County are mainly designed to transport people to and from Duval County, where there are more jobs, points of interest, and services. JTA services operating in other surrounding counties function similarly, including express commuter bus services between major destinations in St. Johns and Baker Counties, and downtown Jacksonville.

JTA operates several different types of transportation service in its service area. Each service type is designed to fulfill a specific transportation need in the JTA region.

The types of service offered by JTA can be categorized in the following groups:

- Fixed-Route, Express, and Commuter Services
- Specialized and Event-Driven Services
- Microtransit, Paratransit, and Flex Services
- Skyway, Ultimate Urban Circulator, and St. Johns River Ferry

In addition to its different service types, JTA also has several types of transit facilities where riders can access the transit network, including bus stops, mobility hubs, and park-n-rides. JTA operates service with 232 vehicles, consisting of 157 diesel buses, 62 compressed natural gas (CNG) buses, and 13 hybrid buses. Additionally, JTA operates 105 paratransit vehicles, 10 Skyway cars, and one ferry.

3.2. Duval County Existing System Profile

3.2.1. Duval County Service Overview

Figure 3-2 maps Duval County's transit services.

3.2.1.1. Fixed-Route Bus Services

Fixed-route, express, and commuter bus services operate on regular, predictable headways, providing consistent service to the same stops on their alignment. Each of these bus services fulfills a specific transportation need to its riders, whether it be a trip to the store, a trip across counties, or a work commute trip. Fixed-route services focus on providing transportation to local destinations with more stops along each route, while express and commuter bus services are designed to transport riders quickly from their origin point to their destination with fewer stops.

3.2.1.2. JTA Fixed-Route

Fixed-route services typically provide local service that span between neighborhoods with lower speeds and more frequent stops. Fixed-route services are most effective in areas with higher densities of jobs and individuals where they operate in areas of greater potential riders. JTA operates 30 fixed-route services, which are designed to transport riders to key local destinations, such as grocery stores, shopping centers, medical facilities, parks, recreation centers, and government services buildings. JTA's fixed-routes operate in Duval County and connect to the Express Select and First Coast Flyer services. **Figure 3-2** displays the fixed-route, express, and Bus Rapid Transit (BRT) services in Duval County.

Figure 3-1: JTA System - Duval County

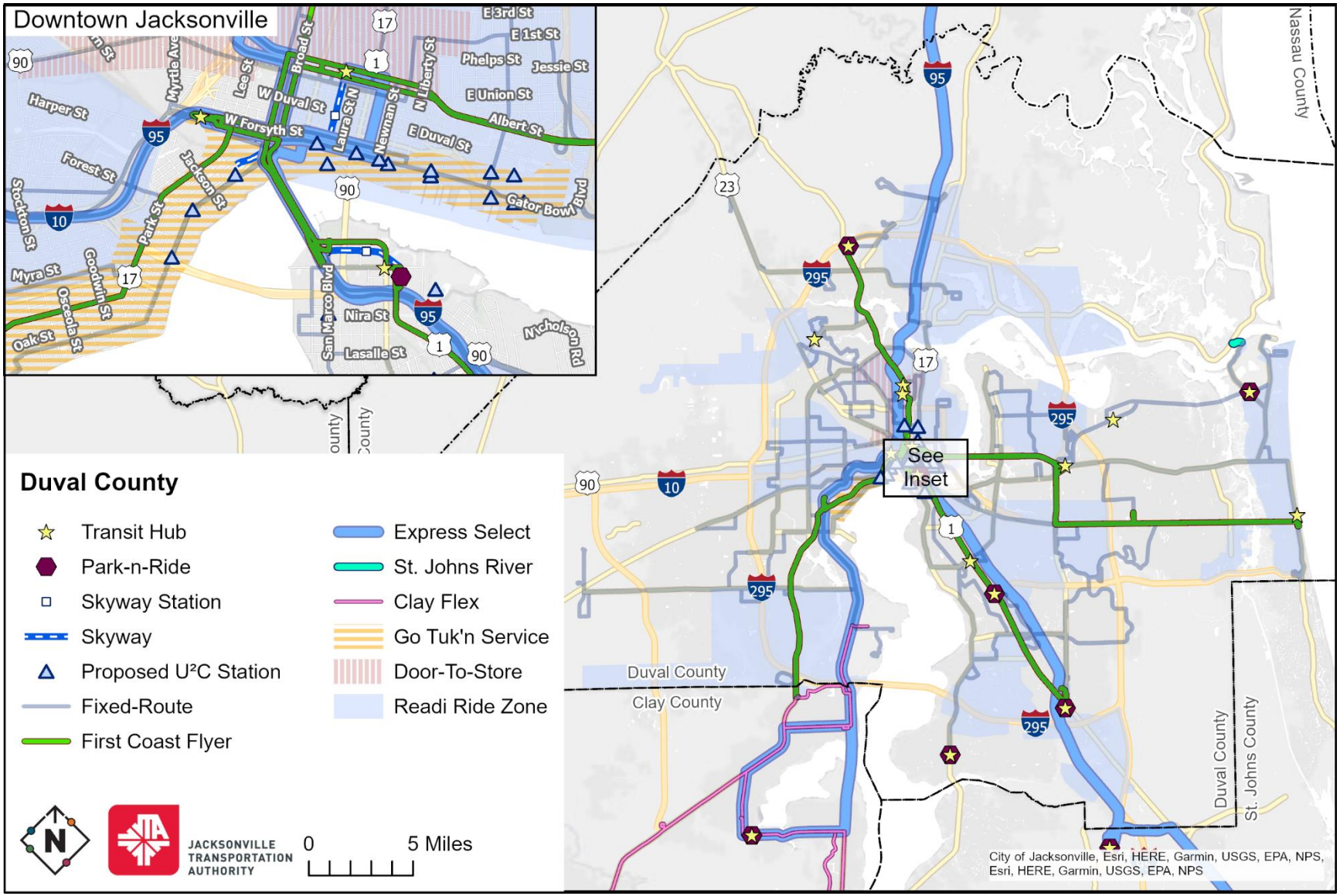
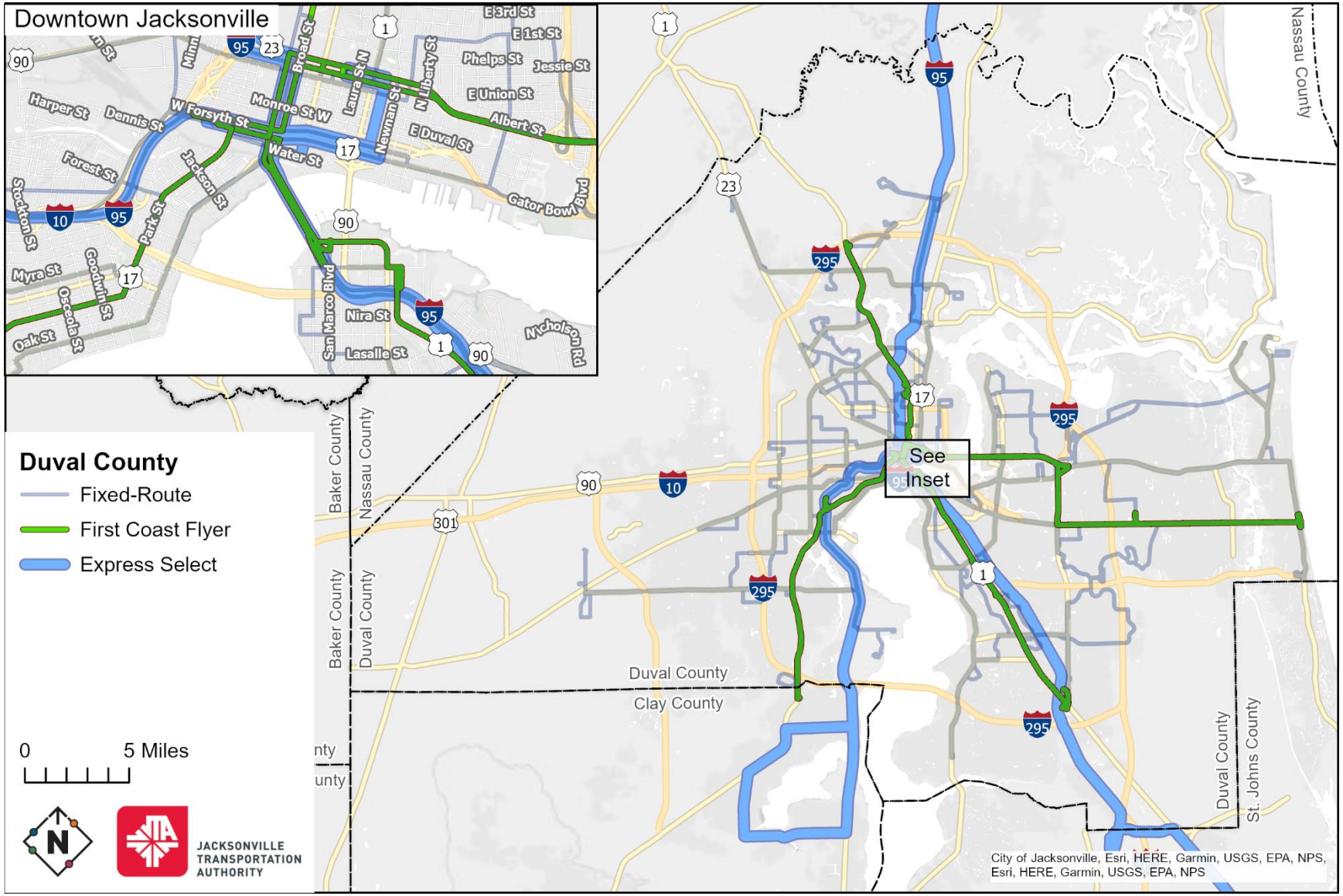


Figure 3-2: Fixed-Route, Express and BRT Services - Duval County



Local Bus Routes

Table 3-1 displays JTA's fixed-routes and spans of service on weekdays and weekends. Fares for JTA's fixed-route services are displayed in **Table 3-2**.

Table 3-1: JTA Fixed-Route Schedules

Route	Route Name	Weekday Span	Saturday Span	Sunday Span
1	North Main	4:45 a.m. to 1:10 a.m.	4:53 a.m. to 12:26 a.m.	4:53 a.m. to 10:04 p.m.
3	Moncrief	4:30 a.m. to 12:32 a.m.	4:45 a.m. to 11:31 p.m.	4:45 a.m. to 11:31 p.m.
4	Kings Road	4:32 a.m. to 11:49 p.m.	5:50 a.m. to 11:46 p.m.	5:50 a.m. to 10:46 p.m.
8	Beach Blvd	5:00 a.m. to 11:26 p.m.	5:00 a.m. to 11:54 p.m.	5:00 a.m. to 11:54 p.m.
10	Atlantic Blvd	3:53 a.m. to 1:45 a.m.	5:00 a.m. to 10:19 p.m.	5:00 a.m. to 10:19 p.m.
11	A. Phillip Randolph	4:55 a.m. to 12:13 a.m.	6:15 a.m. to 10:11 p.m.	6:15 a.m. to 10:11 p.m.
12	Myrtle Ave	4:50 a.m. to 12:02 a.m.	5:45 a.m. to 10:07 p.m.	5:45 a.m. to 10:07 p.m.
13	Commonwealth/Lane	4:33 a.m. to 12:33 a.m.	5:36 a.m. to 11:25 p.m.	5:36 a.m. to 11:25 p.m.
14	Normandy	4:35 a.m. to 12:26 a.m.	5:30 a.m. to 10:45 p.m.	5:30 a.m. to 10:45 p.m.
16	Riverside/Wilson	4:35 a.m. to 11:21 p.m.	5:45 a.m. to 11:27 p.m.	5:45 a.m. to 9:32 p.m.
17	St. Augustine	4:51 a.m. to 12:32 a.m.	4:38 a.m. to 9:46 p.m.	4:44 a.m. to 9:52 p.m.
18	Atlantic/Monument	5:00 a.m. to 12:18 a.m.	4:55 a.m. to 12:04 a.m.	4:43 a.m. to 11:52 p.m.
19	Arlington/Beaches	4:40 a.m. to 12:48 a.m.	5:00 a.m. to 11:07 p.m.	5:00 a.m. to 11:07 p.m.
21	Boulevard	5:04 a.m. to 10:27 p.m.	5:33 a.m. to 9:25 p.m.	6:15 a.m. to 9:30 p.m.
22	Avenue B	4:40 a.m. to 11:16 p.m.	6:00 a.m. to 9:32 p.m.	6:00 a.m. to 9:32 p.m.
23	Townsend/Southside	5:20 a.m. to 11:49 p.m.	5:55 a.m. to 9:49 p.m.	5:55 a.m. to 9:48 p.m.
24	Mayport Road	7:06 a.m. to 8:34 p.m.	7:10 a.m. to 6:01 p.m.	7:10 a.m. to 6:01 p.m.
25	San Jose Blvd	4:10 a.m. to 11:16 p.m.	4:32 a.m. to 7:57 p.m.	5:00 a.m. to 8:17 p.m.
27	Phillips Hwy/Avenues Walk	6:22 a.m. to 11:16 p.m.	7:00 a.m. to 7:49 p.m.	7:00 a.m. to 7:49 p.m.
28	Southside/Sunbeam	5:55 a.m. to 8:41 p.m.	6:30 a.m. to 8:18 p.m.	
30	103rd Street	4:50 a.m. to 8:26 p.m.	5:15 a.m. to 8:09 p.m.	5:51 a.m. to 7:43 p.m.
31	Park/Blanding	5:35 a.m. to 11:59 p.m.	4:45 a.m. to 11:43 p.m.	4:45 a.m. to 11:48 p.m.
32	McDuff	4:57 a.m. to 11:53 p.m.	5:17 a.m. to 11:51 p.m.	
50	University	5:05 a.m. to 12:25 a.m.	5:38 a.m. to 9:53 p.m.	5:38 a.m. to 9:53 p.m.
51	Edgewood	5:00 a.m. to 11:44 p.m.	5:12 a.m. to 10:55 p.m.	5:12 a.m. to 9:55 p.m.
53	Commonwealth/Cassat	4:14 a.m. to 12:55 a.m.	5:15 a.m. to 11:13 p.m.	5:15 a.m. to 10:13 p.m.
80	NAS Shuttle	5:15 a.m. to 7:01 a.m.; 3:15 p.m. to 5:07 p.m.		
81	Dinsmore Shuttle	5:40 a.m. to 8:32 a.m.; 1:15 p.m. to 7:21 p.m.	5:40 a.m. to 8:45 a.m.; 1:15 p.m. to 6:47 p.m.	5:40 a.m. to 5:55 a.m.; 6:30 p.m. to 6:47 p.m.
82	Amazon Shuttle	4:15 a.m. to 8:40 a.m.; 5:30 p.m. to 7:40 p.m.	6:14 a.m. to 8:12 a.m.; 5:30 p.m. to 7:49 p.m.	6:14 a.m. to 8:12 a.m.; 5:30 p.m. to 7:24 p.m.
202	Mayport Express	4:20 a.m. to 8:33 a.m.; 2:15 p.m. to 6:23 p.m.		

Table 3-2: JTA Fixed-Route Fares

Fixed-Route Fare Type	Fare (One-Way)
Regular Fare	$1.75
Reduced Fare	$0.75
Senior Fare (Age 65 and Older)	Free

Express Bus Routes

Commuter bus services typically operate on weekdays only to accommodate work commuters. Stops are limited for commuter services to reliably transport commuters to work on time. Hours of operation for commuter bus services are often limited to morning and afternoon commute times only, roughly 6:00 a.m. to 8:00 a.m., and 4:00 p.m. to 6:00 p.m., depending on the agency. Commuter services may pick up and drop off passengers only at select park and ride lots along the route to maximize the number of passengers and limit the number of stops made.

Commuter express buses are provided through JTA's Express Select service. Express Select serves commuters from Clay County and Nassau County who are traveling to Jacksonville. Express Select operates from 6:00 a.m. to 7:00 p.m. from Monday through Friday. A one-way fare costs $3.00, while a day pass costs $5.00. A 31-day pass is available for purchase at $90.00. The Clay Express Select service operates between the Black Creek Park-n-Ride and the Jacksonville Regional Transit Center (JRTC). The Nassau Express Select provides service between the Yulee Winn-Dixie and JRTC. The St. Johns Express Select operates service between the St. Johns County Government Center and JRTC.

Additionally, JTA also funded the Baker County Wildcat shuttle. The shuttle operates deviated flex route service from Vystar Macclenny in Baker County to UF Health Pain Management Center in Duval County. The service operates three trips in both directions on weekdays during peak commute times from 6:00 a.m. to 10:00 a.m., from 10:20 a.m. to 2:19 p.m., and from 2:40 p.m. to 6:38 p.m.

In addition to commuter bus service, JTA is exploring the possibility of constructing a commuter rail line from Jacksonville to St. Augustine. JTA began holding public workshops for this project in August 2023, where potential locations for transit-oriented developments (TODs) were discussed with members of the public. The proposed commuter rail line would operate from 5:00 a.m. to 10:00 p.m. and would transport riders on a roughly 48-minute journey. JTA is currently in the process of conducting feasibility studies, environmental assessments, and cost estimates.

First Coast Flyers

BRT operates as express service at higher speeds and with fewer stops than a typical fixed route. Express services are designed to transport higher counts of riders along key corridors that contain popular destinations where more people travel. Express services like JTA's First Coast Flyer routes are important for providing fast, reliable services to work commuters traveling to a central business district, like those traveling from the outlying areas of Duval County and Clay County to Jacksonville. Express services also allow riders to travel greater distances in less time than a typical fixed route.

JTA operates bus rapid transit (BRT) service on its four First Coast Flyer routes, the Red Line, the Orange Line, the Blue Line, and the Green Line. The Red Line provides service from Jacksonville Beach to Downtown Jacksonville, while the Orange Line operates from Bellair-Meadowbrook Terrace in Clay

County to Downtown Jacksonville. The Blue Line operates between the Avenues Walk Park-n-Ride to Downtown Jacksonville, and the Green Line serves passengers from the Armsdale Road Park-n-Ride in Nassau County to Downtown Jacksonville. Each First Coast Flyer route terminates at the Jacksonville Regional Transportation Center (JRTC). The First Coast Flyer routes provide service every 30 minutes each day of the week. The span of service for each First Coast Flyer route is shown in **Table 3-3**, while

Table 3-4 displays fares for the First Coast Flyer.

Table 3-3: First Coast Flyer Routes and Spans of Service

Route	Weekday Span	Saturday Span	Sunday Span
Blue Line	4:30 a.m. to 12:19 a.m.	4:06 a.m. to 12:46 a.m.	5:06 a.m. to 12:46 a.m.
Green Line	4:41 a.m. to 12:40 a.m.	3:55 a.m. to 12:35 a.m.	4:50 a.m. to 11:47 a.m.
Orange Line	4:55 a.m. to 12:41 a.m.	4:10 a.m. to 12:51 a.m.	5:00 a.m. to 11: 46 a.m.
Red Line	4:24 a.m. to 1:01 a.m.	5:35 a.m. to 12:38 a.m.	5:35 a.m. to 11:38 a.m.

Table 3-4: First Coast Flyer Fares

Fare Category	New Fare	Fare with App
Single Trip Fare	$1.74	$1.74
Single Trip Fare (Reduced)	$0.75	$0.75
1-Day Pass	$4.50	$4.25
1-Day Pass (Reduced)	$1.75	$1.50
3-Day Pass	$12.00	$11.00
7-Day Pass	$20.00	$18.00
31-Day Pass	$65.00	$60.00
31-Day Pass (Reduced)	$32.00	$30.00
31-Day Pass (Youth)	$32.00	$30.00
Senior Fare (Age 65 and Older)	Free	Free

3.2.1.3. Non-Fixed-Route Bus Services

Skyway

Monorail systems can support a transit network by providing service along important local corridors. This adds another service to a popular area, which can spread riders among more routes and transit services and make a transit ride more comfortable for riders. An elevated monorail uses vertical space to alleviate roadway congestion.

The Skyway is a 2.5-mile monorail in Jacksonville that operates above street level, serving eight stops. Five stops are located on the Northbank of the St. Johns River, and three are located on the Southbank. Stops are located within proximity of key points of interest, including government buildings, employment centers, restaurants, and entertainment venues. The Skyway operates from 6:00 a.m. to 9:00 p.m. from Monday to Friday, providing service every four minutes during peak travel periods, and every eight minutes during off-peak travel periods. The Skyway only operates on weekends for special events. Park-n-Ride facilities are located near the Jefferson station and Kings Avenue station. The Skyway also

connects to JTA bus services, enabling transfers for travel beyond the downtown area. The Skyway is free to ride for all passengers.

Ultimate Urban Circulator (U^2C)

Emerging technologies like autonomous vehicles (AVs) present new opportunities to innovate public transportation systems. Though the technology is still developing, AVs have the potential to help transit agencies reallocate bus operators to other routes throughout a transit network, while still providing service. AVs may be able to reduce vehicle crashes through their use of sensors, thus improving roadway safety.

The Ultimate Urban Circulator (U^2C) is a program to introduce autonomous vehicles to modernize and expand the Skyway. The U^2C will extend the Skyway's service through the Bay Street Innovation Corridor (BSIC) and its surrounding neighborhoods. Bay Street is an important arterial road that connects residential areas, the business district, and the sports and entertainment district. The U^2C is currently in the first phase of its three-phase plan. In Phase One, which is ongoing, BSIC will introduce AVs over a three-mile span between Pearl Street (East) to EverBank Stadium. AVs will operate in curbside lanes along mixed traffic, where they will stop at designated locations to pick up and drop off passengers.

Phase Two of the project is also currently active and will result in the conversion of the Skyway and its eight stations into an elevated roadway for AV use. Four additional elevated U^2C stations will be added to Downtown Northbank, and across the St Johns River with three stations on the Downtown Southbank. Phase Two incorporates the street-level connections in Phase One, as well as the construction of an operations and maintenance facility in the LaVilla neighborhood. Phase Two will also result in a completed Project Development & Environmental (PD&E) study to develop 30 percent of the design plans for converting the Skyway into a Connected Automated Vehicle (CAV) corridor. Battery Electric Bus (BEB) service will also operate on the corridor with route charging technologies to service the transit routes along the Skyway.

Using the results from a 2020 planning concepts and alternatives review, Phase Three advances the design for the corridor extensions. The North Corridor extension will operate in the historic Springfield area of Jacksonville. This neighborhood previously had streetcar service that operated on Main Street. Springfield has experienced a period of urban renewal with newly renovated homes and stores. The Southwest Corridor extension will expand into the Brooklyn and Riverside neighborhoods. These neighborhoods have large office buildings, as well as historic homes, restaurants, and shops. The planned AV service will connect current and future residents to the corridor as the area continues to undergo redevelopment. The Southbank Corridor will provide AV service to the historic San Marco neighborhood. San Marco has a mix of homes, small businesses, as well as medical, office, and residential towers.

ReadiRide

Microtransit is a relatively new form of on-demand service that operates in specific zones within a transportation network. Microtransit often operates similar to rideshare services, where passengers can book a private ride using a smartphone and are picked up within short period of time after booking, often within a 15-minute window. Microtransit can be most effective in areas where the road network is difficult to traverse for fixed-route buses, and where there are a smaller density of population and jobs.

JTA operates on-demand microtransit through its ReadiRide service. ReadiRide operates from 6:00 a.m. to 7:00 p.m. from Monday to Saturday. Trips cost $2.00 per passenger. Curb-to-curb service must be

within the same zone. Reservations must be made at least two hours in advance to request an arrival time.

JTA operates its ReadiRide service in the following 14 community zones in Jacksonville:

- Arlington Zone
- Beaches Zone
- Collins Road Zone
- Highlands Zone
- Mandarin Zone
- Northside Zone
- Oakleaf Zone
- Pritchard Zone
- Southeast Zone
- Southside Zone
- Talleyrand Zone
- University Zone
- Wheat Road Zone
- Woodstock Zone

Door-To-Store

A specialized transit service could also be provided to assist individuals in completing specific daily activities. JTA's ReadiRide on-demand service provides free on-demand rides to eight grocery stores through its Door-To-Store program for residents living in the Northside ReadiRide Zone, including New Town. In response to the 2020 Covid-19 pandemic, JTA established its Door-To-Store partnership with the City of Jacksonville to provide increased access to grocery stores for residents living in food deserts, areas lacking access to fresh produce and protein products. The service operates from 6:00 a.m. to 7:00 p.m. Reservations can be made two hours in advance. **Figure 3-4** shows JTA's ReadiRide zones, Door-to-Store zones, and Door-to-Store grocery stores.

St. Johns River Ferry

Ferry services help to transport riders across a body of water where there may not be a bridge to allow for other modes of travel. Ferries that transport vehicles reduce out-of-direction travel in auto-centric areas that lack bridge access. A ferry service may be a critical mode of transportation in coastal areas, which may have a low population density and limited access to the regional roadway network.

As of 2016, JTA operates the St. Johns River Ferry. Without the ferry, people needing to travel across the St. Johns River would have to travel approximately ten miles west out of their way to I-295 to cross the river at the Dames Point Bridge. The St. Johns River Ferry provides car and passenger ferry service every half-hour between Mayport Village and Fort George Island, nearly a one-mile voyage. The ferry crossing takes approximately five minutes. **Table 3-5** visualizes the schedule for ferry service on weekdays and weekends, while

Table 3-6 displays the ferry's weekday and weekend fares.

Table 3-5: St. Johns River Ferry Schedule

From Mayport Village to Fort George Island	From Fort George Island to Mayport Village
Monday-Thursday: 6:00 a.m. to 7:00 p.m.	Monday-Thursday: 6:15 a.m. to 7:15 p.m.
Friday: 6:00 a.m. to 8:00 p.m.	Friday: 6:15 a.m. to 8:45 p.m.
Saturday-Sunday: 7:00 a.m. to 8:30 p.m.	Saturday-Sunday: 7:15 a.m. to 8:45 p.m.

Table 3-6: St. Johns River Ferry Fares

Passenger	Daily Fare	Additional Weekend Fare
Pedestrian/Bicycle	$1.00	Pedestrian/Bicycle: $1.00
Motorcycle	$6.00/$5.50 with MyJTA app	$6.00/$5.50 with MyJTA app
Car	Weekday Fare: $7.00/$6.30 with MyJTA app	$8.00/$7.20 with MyJTA app
Truck/Bus/RV	Weekday Fare: $14.00/$12.60 with MyJTA app	Weekday Fare: $16.00/$14.40 with MyJTA app
Ticket Book – Car	$120.00/$100.00 with MyJTA app	$120.00/$100.00 with MyJTA app
Ticket Book – Truck/Bus/RV	$240.00/$200.00 with MyJTA app	$240.00/$200.00 with MyJTA app
Semitrailer	Prohibited	Prohibited

Beach Buggy and Coastal Cab

Specialized transit services can provide efficient transportation for purposes like recreational tourism. There is demand for travel to the coastal towns and beaches in the JTA service area. To accommodate this demand, JTA partners with Beach Buggy to provide free on-demand rides to residents and visitors in Atlantic Beach, Jacksonville Beach, Neptune Beach, and San Marco. Beach Buggy provides rides in zero-emission, long-range electric carts that can seat between eight and 10 people, and vans which can seat up to 14 people. The Beach Buggy service zone is shown in **Figure 3-4**.

The Coastal Cab was a taxi service that formerly operated in Jacksonville's Arlington, Mandarin, and Southside neighborhoods. In 2019, service was discontinued and Coastal Cab zones were converted to ReadiRide zones.

Go Tuk'n Ride

JTA also operates the Tuk'n Ride door-to-door microtransit shuttle service in Jacksonville in partnership with Go Tuk'n. Service is provided to the Downtown, LaVilla, Brooklyn, Riverside, Avondale, and Murray Hill neighborhoods, extending to Daily's Place. The service operates using Tuk Tuk vehicles. Hours of operation span 5:00 p.m. to 9:00 p.m. on Thursdays and 5:00 p.m. to 11:00 p.m. on Fridays and Saturdays. Rides cost $3.50 and can be booked through the Tuk'n Ride mobile app. Go Tuk'n also provides private event transportation services in either 12-passenger or 14-passenger shuttle buses. Go Tuk'n also operates various recreational and sightseeing tours around Jacksonville.

Island Hopper

The Island Hopper was a demand-response transit service that formerly operated on Amelia Island. JTA is currently studying the feasibility of replacing this service with microtransit.

Gameday Xpress

Event-driven transit services serve a transportation need by providing rides for infrequent, seasonal events that may generate significant local and regional interest, as well as vehicle traffic. An event-driven transit service can support a transit system by focusing on riders traveling to professional sports events, concerts, and other forms of entertainment and recreation.

JTA operates its Gameday Xpress service for Jacksonville Jaguars football games. Gameday Xpress provides roundtrip transportation to EverBank Stadium. The service operates two hours before kickoff and ends one hour after the game ends. Pick-up and drop-off points are dependent on where a passenger parks their car to access the service. Passengers can park in two downtown lots or three suburban lots. All purchases are made through JTA's MyJTA app. In the downtown lots, passes are available for purchase at $10.00 for a single game, or $60.00 for the season. Prices for suburban lot passes are $15.00 for a single game and $80.00 for a season pass.

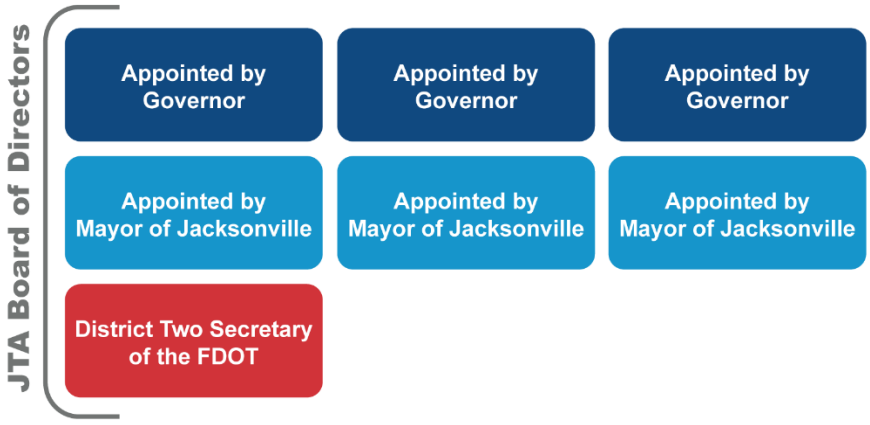
Paratransit

On-demand transit services like microtransit, paratransit, and flex services serve low-population density areas that require access to the transportation network, as well as populations with disabilities. These services provide critical transportation connections to vulnerable population groups in areas where it may not be feasible to provide regular fixed-route service. On-demand services enable passengers to schedule rides when it is convenient for them. Rides through on-demand services are typically provided in smaller vehicles than fixed-route services and may be private or shared with a small group of other passengers. **Figure 3-4** maps the on-demand and flex services operating in Duval County.

3.2.1.4. Governance

JTA is governed by its Board of Directors, which is comprised of seven members. Three members are appointed the Governor of Florida and are confirmed by the Florida State Senate, three members are appointed by the Mayor of Jacksonville and confirmed by the Jacksonville City Council, and the final member of the board is the District Two Secretary of the Florida Department of Transportation (FDOT). The six appointed members of the JTA Board serve four-year terms. The District Two Secretary's term on the JTA Board of Directors is the length of employment in the role at FDOT. This board member can be re-appointed to an additional term of four years. Each member of the board serves in an unpaid capacity. Board members who serve eight consecutive years must rotate off the board at the completion of their second term. **Figure 3-3** indicates the number of members on the Board of Directors and how they are appointed.

Figure 3-3: JTA Board of Directors Members



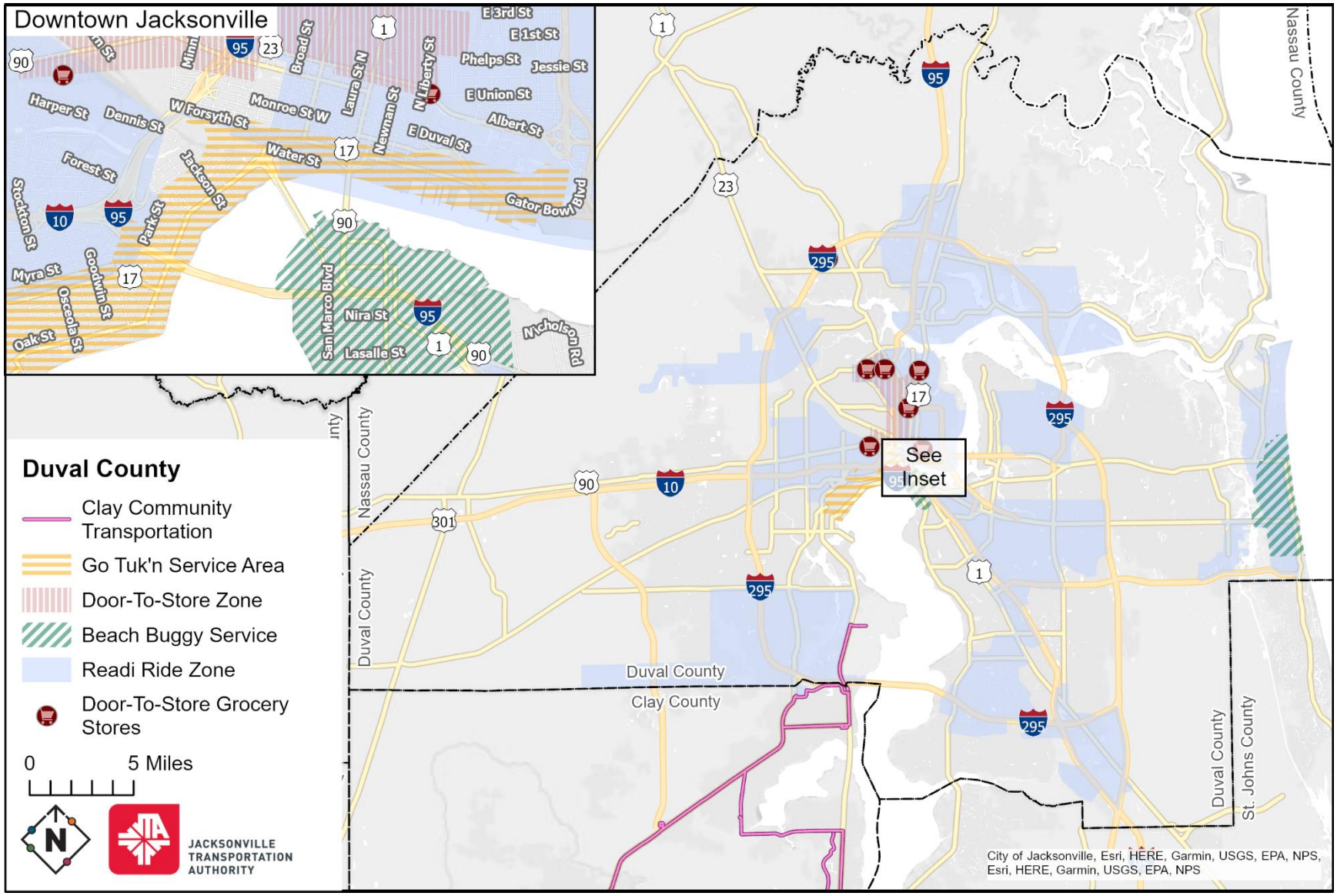
3.2.2. Duval County Fixed-Route Transit Service Profile

A comprehensive analysis of the Jacksonville Transportation Authority's (JTA) transit operations was completed to evaluate the system's performance and identify areas of opportunity for improvement. Several performance measures were analyzed, including route operating statistics, service productivity, financial performance, and on-time performance. Routes were analyzed by group according to their purpose, as well as on an individual basis in route profiles. Route profiles are found in **Appendix F** and provide a detailed analysis of each route.

Measures assessed in this analysis include:

- Route Operating Statistics: Span of service and frequency by time period.
- Service Productivity: Annual ridership, average daily riders, passengers per revenue hour, passengers per revenue mile, passengers per trip, and average vehicle load.
- Financial and Economic Performance: Annual operating cost, annual revenue, cost per passenger, subsidy per passenger, cost per passenger mile, and farebox recovery ratio.
- On-Time Performance: Measured by period and service day type.

Figure 3-4: On-Demand and Flex Services - Duval County



3.2.2.1. Route Performance Evaluation

Service productivity of a route is primarily determined by the relationship between ridership and the length of time and distance the route operates: more riders per unit of time or distance traveled indicates higher productivity. While some routes provide essential connections despite lower productivity numbers, the service productivity statistics for these JTA routes are shown for weekdays in **Table 3-8**.

- **Annual Ridership:** Total boardings or unlinked passenger trips.
- **Average Daily Riders:** Average ridership per day.
- **Passengers per Revenue Hour:** Average ridership per revenue service hour.
- **Passengers per Revenue Mile:** Ridership generated per revenue service mile supplied.
- **Passengers per Trip:** Ridership generated per one-way trip operated. There are no JTA standards for this measure.
- **Average Load:** Average number of passenger miles traveled per revenue service mile.

Route-level statistics are visualized and compared to JTA standards and averages in **Appendix E - Comprehensive Operational Analysis**.

Table 3-7 shows the performance standards for each of JTA's service types for the following metrics: passengers per hour, passengers per mile, average load, farebox recovery, subsidy per passenger, cost per passenger mile. Routes were evaluated using JTA's 2024 performance standards. Higher numbers indicate stronger performance for passengers per hour, passengers per mile, average load, and farebox recovery. Lower numbers indicate stronger performance for the subsidy per passenger and cost per passenger mile metrics. **Table 3-7** shows performance standards by each Service Type.

Table 3-7: Performance Standards by Service Type

Service Type	Passengers per Hour	Passengers per Mile	Average Load	Farebox Recovery	Subsidy per Passenger	Cost per Revenue Mile
First Coast Flyer	25	1.9	8.8	23%	$3.00	N/A*
Frequent Routes	25	1.9	8.8	23%	$3.00	N/A*
Mainline Routes	20	1.5	7.0	19%	$3.75	N/A*
Connector Routes	15	1.1	4.4	14%	$4.50	N/A*
Limited Connector Routes	10	0.4	7.0	14%	$6.50	N/A*
Express Routes	10	0.4	7.0	14%	$6.50	N/A*
Evaluation Method	**Higher is Better**	**Higher is Better**	**Higher is Better**	**Higher is Better**	**Lower is Better**	**Lower is Better**

*Performance standards are not set for this metric.

Overall, routes consistently performed below the passengers per revenue hour standard for all days, with only one of the 34 evaluated routes performing above the standard on weekdays. Similarly for passengers per revenue mile, routes consistently performed below the standard for all days, with only one of the 34 evaluated routes having performed above the standard on weekdays. For average load, 23 routes performed above the standard on weekdays, 21 performed above the standard on Saturdays, and 18 routes performed above the standard on Sundays. **Table 3-8** shows service productivity by weekday. **Red text** indicates metrics that fall below system-wide performance measures, while **blue text** indicates metrics that meet or exceed performance standards.

JTA fixed route bus services have mixed results in terms of adherence to the agency's standards:

- For service productivity, nearly all routes perform below their service type standard for passengers per revenue hour and passengers per revenue mile. For average load, Frequent, Mainline, and Connector routes generally perform above the service type standard, First Coast Flyer (BRT) routes perform both above and below the standard, and Limited Connector and Express routes generally perform below the standard.
- Many routes exhibit sub-standard economic and financial performance, with only one route (Route 81) exceeding farebox recovery ratio standards for Weekday, Saturday, and Sunday service periods. As a group, the First Coast Flyer routes had strong performance in cost per revenue mile, demonstrating how BRT can operate efficiently.
- JTA routes mostly perform below the agency's on time performance standard of 80 percent, with trips arriving on time an average of 78 percent across all routes and time periods. Average on time performance across all routes is below the 80 percent standard during all periods except the early morning and morning peak periods.
- In Fiscal Year 2023, many fixed routes fell below standard across the agency's six route performance measures. For example, all First Coast Flyer routes fell below JTA's service performance measures for Passengers per Revenue Hour and Passengers per Revenue Mile.

To improve data collection, enhance measurement of system performance, and strengthen its services, JTA should consider the following strategies:

- **Make Intelligent Transportation System (ITS) investments to improve calculations of revenues by route:** JTA's current farebox and pass systems make it difficult to allocate revenue from cash fares at fareboxes, pass revenue, and mobile payments to specific routes. As a result, current estimates of revenues by route were based on per passenger averages across fixed routes. Without more detailed revenue data, JTA has fewer meaningful economic performance indicators to identify routes generating higher amounts of revenue per unit of service delivered.
- **Develop a three-variable cost model for the agency:** Estimates of costs by route were based on an average cost per revenue hour multiplied by the number of revenue hours operated for a route. A more complete, three-variable cost model involving revenue hours, revenue miles, and peak vehicles would better estimate route-level costs. In this model, the cost per revenue hour would reflect the cost of operator pay and benefits, the cost per revenue miles would reflect expenses for maintenance, and the cost per peak vehicle would address the overall administrative cost of operating the system. Overall, a three-variable cost model would better differentiate performance among JTA's fixed bus routes.

- **Revise performance standards to match performance:** Realistic and attainable goals for services should be set to better identify underperforming routes that require corrective action, considering changing travel patterns post pandemic.
- **Modify services to increase system performance:** Potential improvements include leveraging frequent First Coast Flyer service as the backbone of the network, creating route connections at transit hubs outside of downtown, and prioritizing crosstown routings in transit gaps.

Table 3-8: Service Productivity (Weekday)

Service Type	Route	Annual Ridership (Weekday)	Average Daily Riders	Pass. per Hour	Pass. per Mile	Pass. Per Trip	Average Load
First Coast Flyer (BRT)	102	209,747	804	11.0	0.70	14.0	8.0
	105	184,015	705	8.7	0.52	12.0	8.0
	107	178,169	683	7.8	0.43	12.0	9.0
	109	234,552	899	6.7	0.39	18.0	10.0
Frequent	1	524,922	2,011	11.1	0.69	19.0	11.0
Mainline	3	409,238	1,568	12.3	0.85	28.0	14.0
	4	188,770	723	9.0	0.70	14.0	10.0
	8	313,928	1,203	8.2	0.57	18.0	11.0
	11	121,093	464	11.3	0.95	9.0	6.0
	12	189,569	726	11.7	0.93	14.0	8.0
	14	256,723	984	14.5	1.04	18.0	11.0
	19	322,288	1,235	10.2	0.72	24.0	13.0
	50	178,575	684	7.7	0.62	13.0	7.0
Connector	10	273,162	1,047	9.3	0.54	19.0	11.0
	13	213,455	818	12.8	0.85	22.0	13.0
	16	130,144	499	10.4	0.74	18.0	12.0
	17	109,680	420	10.5	0.54	15.0	10.0
	18	109,124	418	7.7	0.51	14.0	8.0
	21	84,983	326	16.3	1.28	10.0	6.0
	22	98,516	377	9.7	0.69	15.0	10.0
	23	94,740	363	4.6	0.30	18.0	8.0
	24	23,884	92	6.1	0.33	4.0	3.0
	25	41,829	160	4.9	0.33	6.0	3.0
	27	66,182	254	7.2	0.45	10.0	6.0
	28	29,776	114	3.4	0.26	8.0	5.0
	30	55,239	212	7.3	0.41	10.0	7.0
	31	77,277	296	5.9	0.39	13.0	8.0
	32	34,629	133	3.2	0.21	5.0	3.0
	51	98,051	376	10.4	0.63	16.0	9.0
	53	163,570	627	10.3	0.63	18.0	9.0
Limited	80	3,018	12	2.9	0.15	5.0	2.0

Service Type	Route	Annual Ridership (Weekday)	Average Daily Riders	Pass. per Hour	Pass. per Mile	Pass. Per Trip	Average Load
Connector	81	16,754	64	**16.0**	**0.51**	7.0	**6.0**
	82	10,998	42	**3.5**	**0.15**	1.0	**1.0**
Express	202	7,950	30	**2.5**	**0.13**	6.0	**3.0**
Express Select	Clay	-	-	**0.8**	**0.01**	-	**-**
	Nassau	-	-	**0.8**	**0.03**	-	**-**
	St. Johns	-	-	**0.9**	**0.02**	-	**-**
Clay Flex	All	-	-	**2.0**	**0.10**	14.2	**-**

3.2.3. Duval County ADA Paratransit Service Profile

JTA operates ADA paratransit service through its Connexion program. Connexion provides shared destination-to-destination service for persons with disabilities who are functionally unable to use JTA's fixed-route services and for persons who are transportation disadvantaged. Connexion service is available daily from 8:00 a.m. to 5:00 p.m. and includes service on weekends and holidays. JTA's Connexion Plus service provides same-day, door-to-door, private rides in Duval County to eligible Connexion customers[1]. Connexion Plus customers can book a ride two hours in advance of travel. Connexion Plus service is available from 5:30 a.m. to 10:00 p.m. on weekdays, and from 7:30 a.m. to 7:30 p.m. on weekends.

Table 3-9 shows the fares for Connexion and Connexion Plus customers. Note that additional fares may be required for other passengers, personal attendants, and escorts.

Table 3-9: Connexion Fares

Connexion Service	Fare
ADA	$3.00
Transportation Disadvantaged	$3.50
Out-of-County Transportation Disadvantaged	$6.00
Connexion Plus	$6.00

Source: Connexion (jtafla.com)

Table 3-10 summarizes the performance of JTA's Connexion service. Connexion performance data is from the January 2024 to April 2024 period.

[1] JTAFla.com, Apply for Eligibility (jtafla.com)

Table 3-10: Connexion Performance

Passengers per Hour	Passengers per Mile	Average Load	Farebox Recovery	Subsidy per Passenger	Cost per Passenger Mile	On-Time Performance
1.85	0.08		N/A			92.5%

Source: JTA

3.2.4. Duval County Capital/Infrastructure Overview

3.2.4.1. Customer-Facing Facilities

Transit Hubs

Transit hubs are regional transit facilities designed to accommodate greater counts of passengers and vehicles. Beyond regional transit connectivity, mobility hubs are also typically located in key locations that provide access to important local destinations. Additionally, transit hubs may also have passenger amenities such as bathrooms, convenience stores, and ticketing offices. Transit agencies may also incorporate administrative offices and maintenance garages into mobility hubs.

JTA's Transit Hubs function as major regional transfer facilities where several different services make stops. Transit Hubs provide vehicle and bicycle parking facilities for riders to use JTA's Express Select, First Coast Flyer, and Clay Community Transportation routes. JTA's administrative offices are located at one of its transit hubs, the Jacksonville Regional Transportation Center (JRTC) at LaVilla. In addition to connecting to local fixed-routes and the First Coast Flyer, the JRTC also provides connections to the Skyway, regional shuttles, and paratransit services. Ticketing and customer service staff are available at the JRTC as well.

Skyway Transit Stations

JTA has eight Skyway stations that are served by the Skyway, spanning a 2.5-mile alignment. Skyway stations include:

- Central Station
- LaVilla Station/JRTC
- James Weldon Johnson Park Station
- Jefferson Avenue Station
- Kings Avenue Station
- Riverplace Station
- Rosa Parks Station
- San Marco Station

Park-N-Ride Lots

Park-n-rides accommodate regional commuters by providing centralized locations for vehicle parking to access regional commuter services. Park-n-rides are typically located in outlying parts of a transit service area with a lower density of jobs and population where it is not feasible to operate fixed-route services. These facilities support regional connections to job centers and activity centers for these riders. JTA's park-n-rides provide service to express bus services and the Skyway. **Table 3-11** lists JTA's park-n-rides.

Table 3-11: JTA Park-N-Ride Lots

Park-N-Ride	Address	Parking Spaces
A1A & Wonderwood	2893 SR A1A 32233	73
Armsdale	3191 Armsdale Rd	53
Avenues Walk	10508 Avenues Walk Blvd	88
Baldwin	765 US-90 W, Baldwin 32234	21
Black Creek	2511 CR 220	50
JTB	7020 Phillips Hwy. 32216	76
JRTC	W. Bay Street	209
Kings Avenue Garage	1201 Kings Avenue	1,665
Kings Avenue Surface Lot	1201 Kings Avenue	65
Marbon	3011 Marbon Road 32223	15
Mayport	Wonderwood Drive / SR A1A	73

Source: JTA 2022 Transit Asset Management Plan

3.2.4.2. Agency Facilities

JTA also operates internal agency facilities, which are not customer-facing. These facilities serve administrative, maintenance, and operations functions.

3.2.4.3. Maintenance Garages and Operations Centers

JTA's main maintenance and operations facility is located at 100 N. Myrtle Avenue. This complex has 10 buildings, a compressed natural gas (CNG) fueling station for buses, and a parking lot. **Table 3-12** lists the individual buildings located in the complex, their function, and their square footage.

Table 3-12: Myrtle Avenue Operations Facility Buildings

Name and Description	Address	Facility Function	Square Footage
Building 1 – Safety and Security	100 N. Myrtle Avenue	Administrative	5,285
Building 2 – Administrative	100 N. Myrtle Avenue	Administrative	9,300
Building 3 – Mass Transit Operations	100 N. Myrtle Avenue	Administrative	11,802
Building 4 – Service Station	100 N. Myrtle Avenue	General Maintenance	9,287
Building 5 – Vault	100 N. Myrtle Avenue	Administrative	942
Building 6 – Fleet Maintenance	100 N. Myrtle Avenue	Heavy Maintenance	62,681

Name and Description	Address	Facility Function	Square Footage
Building 7 – Preventative Maintenance	100 N. Myrtle Avenue	General Purpose Maintenance	7,380
Building 8 – Connexion Maintenance	100 N. Myrtle Avenue	Heavy Maintenance	4,816
Building 9 - CTC Operations	100 N. Myrtle Avenue	Administrative	1,344
Building 10 – Operations Storage	100 N. Myrtle Avenue	Maintenance	700
Building 11A – Facilities Maintenance	136 N. Myrtle Avenue	Administrative	7,652
Building 11B – Maintenance Storage	136 N. Myrtle Avenue	Administrative	8,237
Myrtle Avenue Operations Facility	100 N. Myrtle Avenue	Lanes, greenery, sidewalks, gates, fencing, fuel tanks	276,463
Myrtle Avenue Operations Facility	100 N. Myrtle Avenue	Parking lot	610,000

Source: JTA 2022 Transit Asset Management Plan

The Jacksonville Regional Transportation Center (JRTC) is located at 100 LaVilla Center Drive in Jacksonville. JRTC is a major transfer facility in the JTA transit network for all fixed-route buses and marks the western terminus of the Skyway. The JRTC is JTA's main location for administrative departments, including executives, finance, human resources, and procurement.

The Skyway Operations and Maintenance Center is located at 725 Leila Street. This is the operations center for the Skyway where the service's vehicles and equipment are maintained and stored.

The Armsdale Test and Learn Facility houses JTA's autonomous vehicle (AV) program for the Ultimate Urban Circulator at 3191 Armsdale Road in Jacksonville. Fleet maintenance occurs at this facility. The facility also includes a passenger lounge, bathrooms, and a remote ticketing location.

3.2.4.4. Planned Inventory Changes

JTA uses the Transit Asset Management Plan (TAMP) to assess the state of good repair (SGR) backlog and future needs of its assets. Future needs will incorporate additions to JTA's assets and the life cycle management of expansions. Furthermore, JTA's Facility Decentralization Master Plan aims to strategically relocate operations and maintenance (O&M) functions from the Myrtle Avenue Operations Campus (MAOC) to multiple service hubs across the county. This phased plan enhances operational efficiency, supports sustainable system growth, and aligns with JTA's vision for an integrated regional transit network. By establishing satellite locations, JTA can improve service delivery, optimize resource distribution, and strengthen transit accessibility throughout the region.

The MOVE2027 strategic plan will also impact SGR needs in the future. Projects that will require future SGR needs resulting from MOVE2027, which are not detailed in the TAMP include:

- Satellite operating facilities outside of Duval County.
- Investments in the Zero Emission fleet and infrastructure.
- Modernization of Myrtle Avenue Facilities.
- Fixed-route, BRT, and mobility on-demand service expansion.
- Fleets and Facilities for Ultimate Urban Circulator.
- Development of future software tools.
- Transit stops, amenities, and ADA Improvements to be added in the future.
- Investments to streets, housing, and structures.
- Expansion of bicycle and pedestrian infrastructure in the future.
- “Pop-Up” and urban quick build investments.
- Investments to the Emerald Trail.
- New passenger mobility hub development.
- Infrastructure for First Coast Commuter Rail.
- Sustainable and Environmental investments.

3.2.4.5. TAM and Asset Inventory

JTA has several types of assets in its inventory: equipment, facilities, infrastructure, and rolling stock. These are capital assets for which JTA is the owner, operator, or has a direct capital responsibility. **Table 3-13** lists JTA’s capital assets and inventory from 2018 and 2022.

Table 3-13: JTA Capital Assets Inventory

Asset Category	Asset Count 2018	Asset Count 2022
Equipment (including non-revenue vehicles)	10,069	8,457
Facilities	1,475	2,478
Infrastructure	373	2,749
Rolling Stock	338	343
Total	12,255	14,027

Source: JTA 2022 Transit Asset Management Plan

3.2.5. Duval County Other Transportation Providers

In addition to JTA, other transportation providers offer services in Duval County. The completion of JRTC facility has allowed for connections between multiple transit services, including fixed-route buses, First Coast Flyer routes, the planned Ultimate Urban Circulator, car-share and bike-share services. In the future, JRTC will connect to planned rail stations for Amtrak and commuter rail services.

JTA supports developing integrated transportation services throughout Northeast Florida, as this enhances residents’ quality of life and the region’s economy. JTA has supported the Northeast Florida Regional Transportation Committee’s (RTC) endeavors to create a regional multimodal transportation plan. With funding from the Federal Transit Administration, the Northeast Florida Mobility Coalition created TransPortal to provide information about public and private transportation providers in Northeast Florida. The tool includes a trip planning tool for public and private fixed-route and on-demand services.

3.3. Clay County Existing System Profile

At the start of 2019, JTA began operating as the Community Transportation Coordinator (CTC) for Clay County. Prior to JTA, the Clay County Council on Aging (COA) was the agency responsible for providing public transportation in Clay County. The Florida Commission for the Transportation Disadvantaged reassigned the COA's transportation disadvantaged contracts to JTA. JTA's Red Line and Blue Line commenced operation in Clay County during March 2019. **Figure 3-5** visualizes the transit services operating in Clay County.

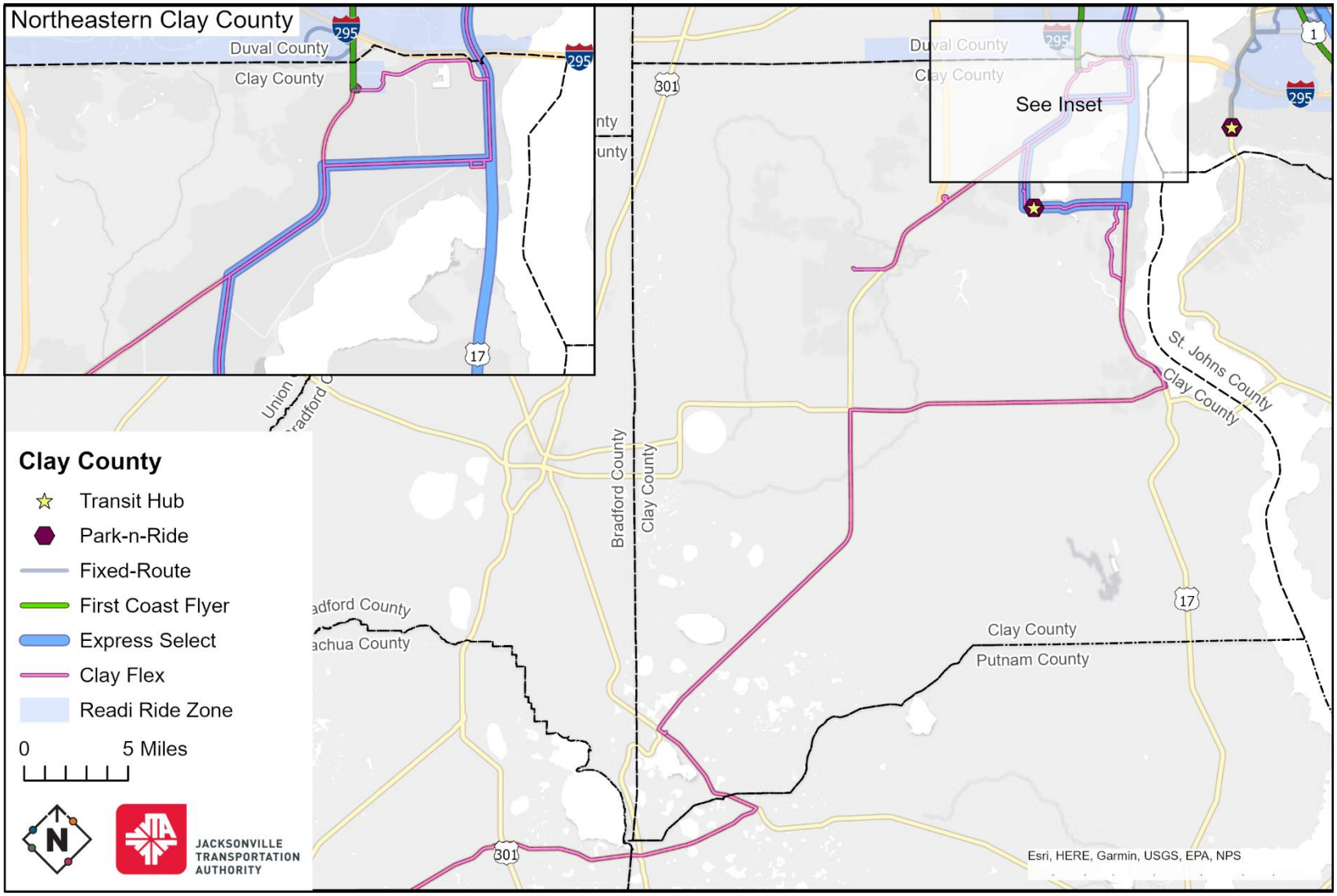
JTA assumed operation of Clay Community Transportation (CCT) in 2019.[2] CCT provides deviated fixed-route services in Clay County from Monday to Friday on its Blue Line, Green Line, Magenta Line, and Red Line. Deviated fixed-route services operate on a regular schedule and alignment, and also incorporate on-demand service.

Clay Community Transportation provides a flex service operated by JTA which connects passengers in Clay County to the CCT fixed route Blue, Green, and Magenta lines. Flex services support people living in low-density areas by providing access to fixed-route transit services. Flex services operate on-demand and connect riders to fixed-route services that serve key corridors and destinations. These types of connecting services are critical in more rural areas where transit services are limited and jobs, and key destinations may be located far away from one's residence.

The Blue Line connect riders from Pier Station to Naval Air Station Jacksonville in Duval County. The Red Line provides service between Middleburg and northeastern Clay County. The Green Line provides service from Keystone Heights to northeastern Clay County. The Magenta Line operates with limited service between Clay County and Gainesville, providing one trip in both directions in the morning and one trip in both directions the afternoon. CCT fixed-route services can be used from Monday through Friday. **Figure 3-7** shows CCT's flex services available in Clay County.

[2] Clay County buses: How much do you know? - Jacksonville Today (jaxtoday.org)

Figure 3-5: JTA System - Clay County



3.3.1.1. Fixed-Route Bus Services

Figure 3-6 shows fixed-route, express, and BRT services in Clay County.

Figure 3-6: Fixed-Route, Express, and BRT Services - Clay County

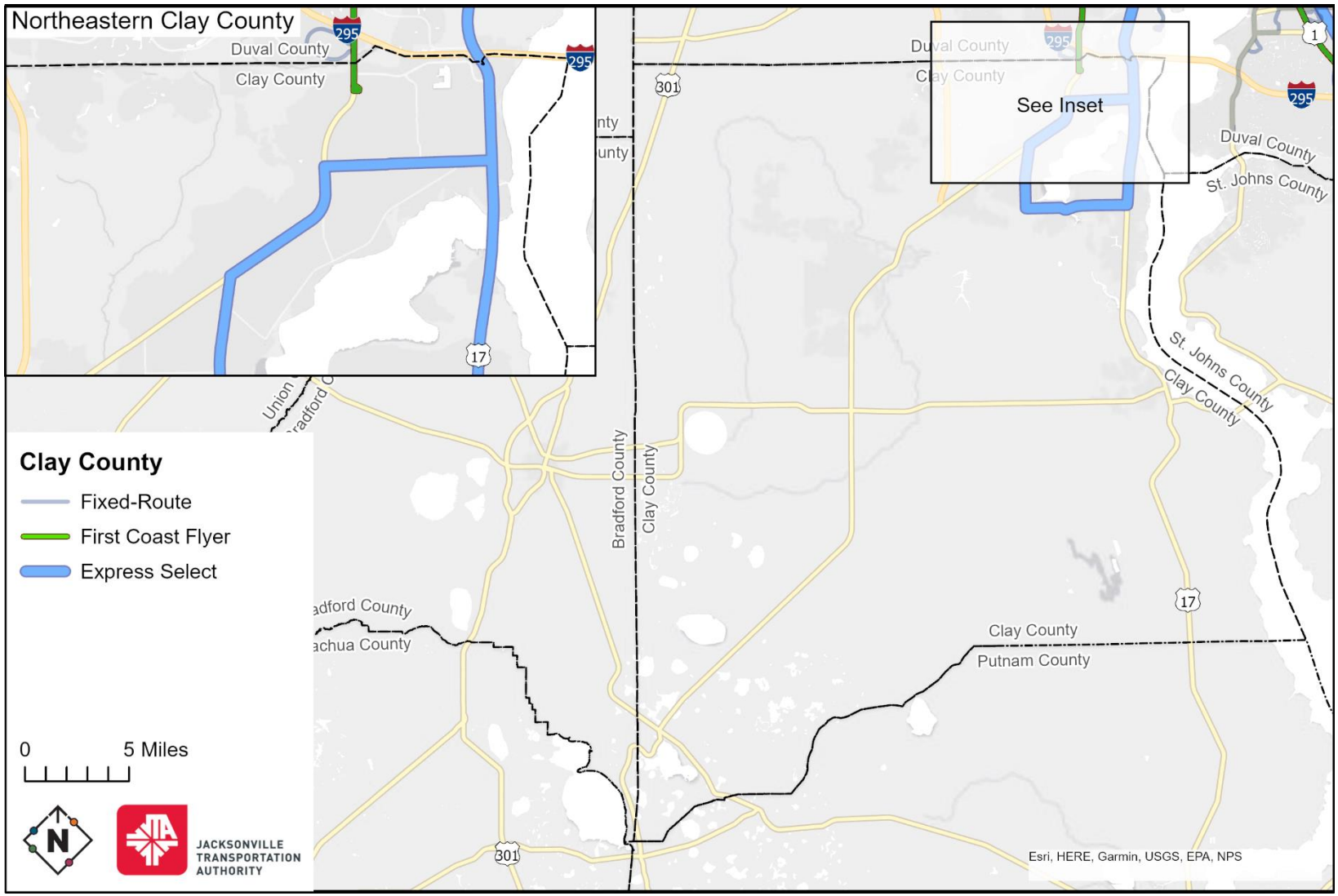
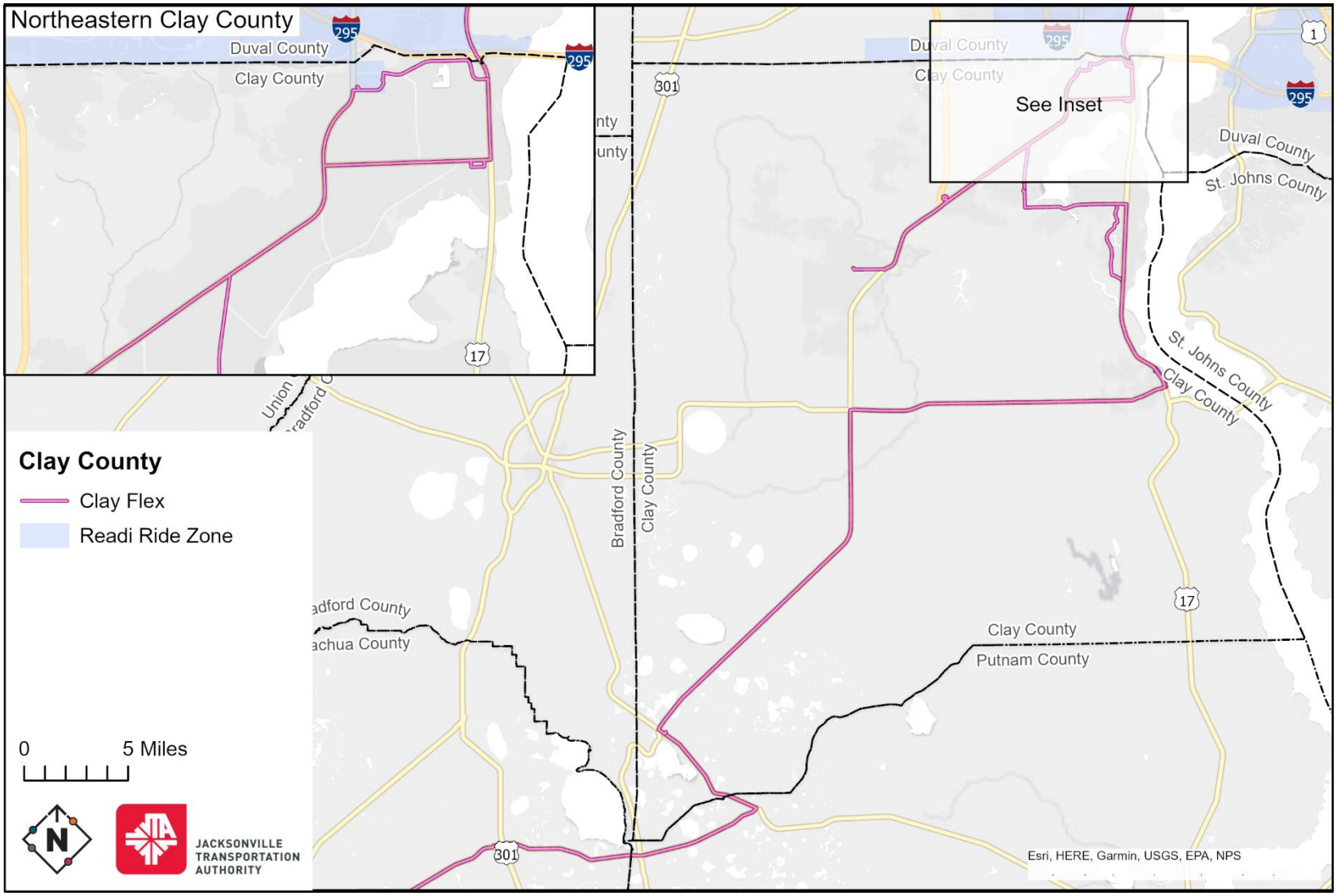


Figure 3-7: On-Demand and Flex Services - Clay County



The service operates from Monday to Friday. Passengers can book a CCT ride for $1.00 per pickup, per rider. Reduced fares are also available for $0.50 for children under the age of six, seniors aged 60 and older, veterans, and passengers with disabilities. CCT shuttles will pick up passengers as time allows in their schedule within a ¾ mile deviation from one of the deviated fixed routes. **Table 3-14** shows the span of service for each of CCT's fixed-route services, while **Table 3-15** visualizes the fares to ride CCT's fixed-routes.

Table 3-14: Clay Community Transportation Routes and Spans

Clay Community Transportation Route	Span
Blue Line	6:00 a.m. to 7:00 p.m.
Green Line	6:00 a.m. to 7:00 p.m.
Magenta Line	One Morning Trip Departing at 8:00 a.m. One Afternoon Trip Departing at 3:00 p.m.
Red Line	6:00 a.m. to 7:00 p.m.

Table 3-15: Clay Community Transportation Fares

Clay Community Transportation Fare Type	Cost
One-way	$1.00
Children Under Age 6	$0.50
Senior Fare (Age 60 and Older)	$0.50
Persons with Disabilities	$0.50
Military Veterans	$0.50

3.3.1.2. Fixed-Route Performance Evaluation

The only fixed-route transit service in Clay County is the Clay Flex service, whose performance standards and outcomes are outlined in **Table 3-7**, alongside Duval County services. The only fixed route service evaluation metric that applies to Clay Flex is on time performance.

3.3.1.3. Governance

JTA is governed by its Board of Directors, which is comprised of seven members. Three members are appointed the Governor of Florida and are confirmed by the Florida State Senate, three members are appointed by the Mayor of Jacksonville and confirmed by the Jacksonville City Council, and the final member of the board is the District Two Secretary of the Florida Department of Transportation (FDOT). The six appointed members of the JTA Board serve four-year terms. The District Two Secretary's term on the JTA Board of Directors is the length of employment in the role at FDOT. This board member can be re-appointed to an additional term of four years. Each member of the board serves in an unpaid capacity. Board members who serve eight consecutive years must rotate off the board at the completion of their second term.

A Local Coordinating Board that is intended to represent a cross-section of the Clay County community oversees JTA in its role as the Community Transportation Coordinator (CTC) for Clay County. The Florida Commission for the Transportation Disadvantaged (CTD) contracts Community Transportation Coordinators (CTC) to ensure that transportation services are provided to the transportation disadvantaged population. JTA contracts MV Transportation for its CTC services.

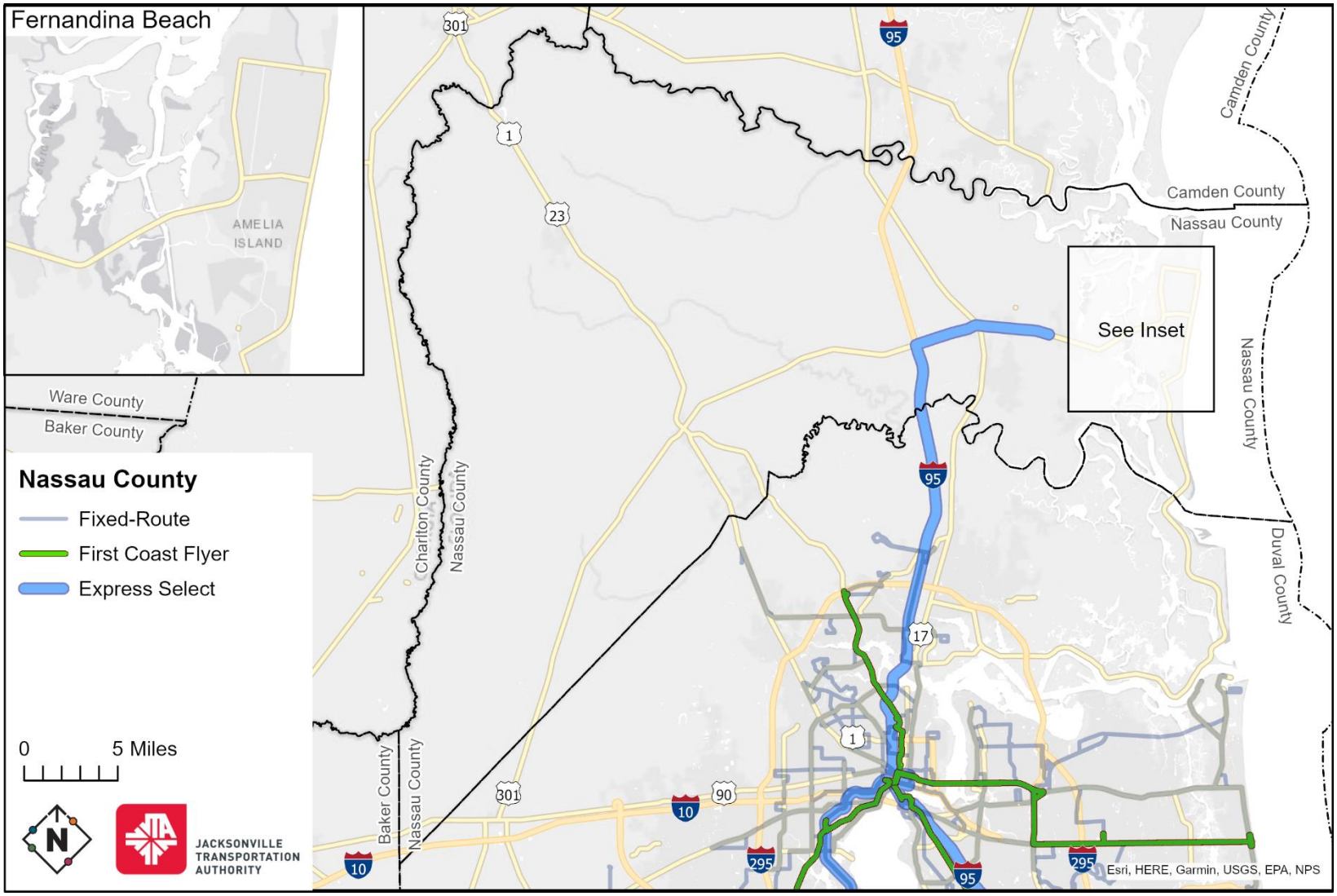
3.3.2. Clay County Other Transportation Providers

Ride Solutions is a public transportation operator in Putnam County, Florida. Ride Solutions provides service to Clay County via a route that serves the Orange Park Mall in Clay County, connecting to other JTA services. Taxi services also operate in Clay County, including Aabac Taxi, Clay Taxi, Orange Park Taxi, and Westside Taxi.

3.4. Nassau County Existing System Profile

Figure 3-8 maps the fixed-route, express, and BRT services operating in Nassau County.

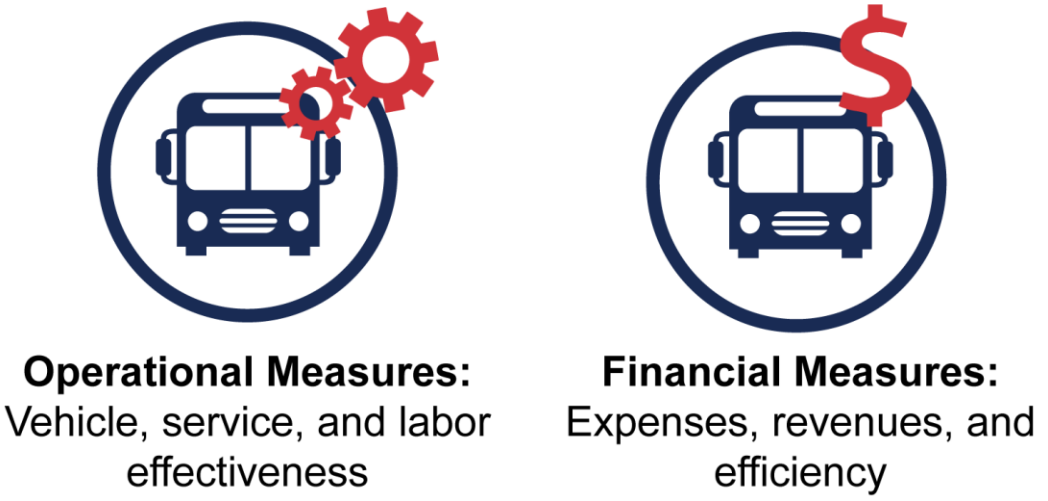
Figure 3-8: Fixed-Routes, Express, and BRT Services - Nassau County



3.5. System Performance Evaluation

3.5.1. Peer Comparison and Trend Analysis

This section includes two parts presented together: a five-year trend analysis of JTA's services for fiscal years 2018-2022, and a single-year peer agency comparison of fiscal year 2022. This period represents the most recent five years of NTD data available; a single year of peer analysis was conducted for simplicity. The trend analysis and peer review examine operational and financial measures. Operational measures include general service area characteristics and vehicle, service, labor, and service effectiveness measures. Financial measures include expenses, revenues, and efficiency measures.



These are reported in both agency wide (**Table 3-16**) and mode-specific (e.g., separately for fixed-route bus and demand-response) (**Table 3-17**) terms. These measures help describe JTA's activities over time, and peer comparisons help contextualize those activities relative to other similar agencies.

Table 3-16: Agency Wide Measures

General	Labor	Expense and Revenue
Service area population Service area population density Passenger trips	Total full-time equivalents (FTEs) Revenue hours per employee FTE Passenger trips per employee FTE	Operating expenses Maintenance expenses Local revenue Passenger fare revenue Local contribution Other non-fare revenue Average fare

Table 3-17: Modal Measures

General	Vehicle	Service and service Effectiveness	Expense and Revenue	Efficiency
■ Passenger trips ■ Passenger miles ■ Average passenger trip length ■ Revenue miles ■ Revenue hours ■ Route miles	■ Vehicles available in maximum service ■ Vehicles operated in maximum service ■ Revenue miles per vehicles in max. service ■	■ Average age of fleet (yrs.) ■ Vehicle miles per capita ■ Passenger trips per capita ■ Passenger trips per vehicles in max. service ■ Passenger trips per revenue mile ■ Passenger trips per revenue hour	■ Operating expenses ■ Maintenance expenses ■ Local revenue ■ Passenger fare revenue ■ Local contribution ■ Other non-fare revenue ■ Average fare ■	■ Operating expense per capita ■ Operating expense per passenger trip ■ Operating expense per revenue mile ■ Operating expense per revenue hour ■ Maintenance expense per revenue hour ■ Maintenance expense per vehicle

This analysis relied on the Federal Transit Administration's (FTA) National Transit Database (NTD), an annually compiled comprehensive database of operation and financial information about every transit agency receiving federal funding. The NTD provides detailed and consistent information that can be used to examine the same factors across various transit agencies.

Three different methods were combined to select peers for this analysis. Those methods include:

- A comparison of JTA to all other transit agencies in the United States using the most recent full NTD dataset (FY 2022). This comparison included service area attributes (e.g., urbanized area population, service area population, service area size) and operational characteristics (e.g., vehicles operated in maximum service, passenger trips).
- Florida Transit Information System (FTIS) TCRP G-11 Peer Selection Method.[3] This method is similar to the first method but emphasizes different characteristics.
- Review of previous JTA peers in 2019 TDP. This method incorporates JTA's historical preferences for peers.

Agencies that received higher scores in each of the three methods were selected as the peers. The cities and respective transit agencies emerging from the screening are shown in **Table 3-18**.

Table 3-18: Selected Peer Agencies

Agency	Service Area Location
Board of County Commissioners, Palm Beach County (PalmTran)	West Palm Beach, FL
Central Ohio Transit Authority (COTA)	Columbus, OH

[3] For more information about these methods, please see: https://ftis.org/iNTD-Urban/tcrp_141.pdf

City of Charlotte, North Carolina (CATS)	Charlotte, NC
Hillsborough Area Regional Transit Authority (HART)	West Palm Beach, FL
Indianapolis and Marion County Public Transportation (IndyGo)	Indianapolis, IN
Metropolitan Transit Authority (WeGo)	Nashville, TN
Omnitrans	San Bernadino, CA
Pinellas Suncoast Transit Authority (PSTA)	Pinellas County, FL
Rhode Island Public Transit Authority (RIPTA)	(Statewide)
Transportation District Commission of Hampton Roads (HRT)	Hampton Roads, VA

Note that peer selection comparisons looked for similarities between fixed-route service characteristics only. The selection process did not include other modes, such as demand response, because fixed-route service represents JTA's core service: according to the NTD, demand response, ferry, and Skyway modes together represented around 15 percent of JTA's total annual trips in 2022.

General Measures

Service coverage measures examine the level of service an agency provides in its service area compared to its population and geographic coverage. **Figure 3-9** summarizes the square mileage of the service area, service area population, square mileage of the urbanized area, urbanized area population, and number of passenger trips for JTA and the peer transit systems selected for analysis.

Among its peers, JTA has the third largest service area. The service area is also much greater in size than the average, but the total population living in that area is similar to the average. JTA's urbanized area is smaller than the overall average in comparison to its peers, with over half of the peers having a larger urbanized area. JTA's urban area population is smaller than all of the selected peer agencies and is also lower than the overall average. JTA serves fewer passenger trips than the peer average. However, JTA's passenger trips served is similar to that of HRT and WeGo, which have similar urbanized area sizes as JTA.

Generally, JTA has a similar service area population size and urbanized area size as its peers, while it has lower population density than the peer average in both its service area and its urbanized area.

Labor Measures

Labor measures examine how efficiently an agency uses labor. The full time equivalent (FTE) count shows the number of employees that work the equivalent of full time (i.e., one 40-hour per week employee, or two 20-hour per week employees) at each agency. **Table 3-19** shows the FTE count at JTA and each peer agency, compared to revenue hours and passenger trips. JTA has a similar number of FTEs and revenue hours per FTE as its peers but has lower passenger trips per FTE than its peers, due to its relatively lower overall ridership.

Table 3-19: Agency-wide Labor Measure Peer Comparison, FY2022

Peer	Total Employee FTEs	Revenue Hours per Employee FTE	Passenger Trips per Employee FTE
JTA	**718**	**1,007**	**8,514**
Peer Average	**711**	**1,248**	**13,054**
CATS	379	2,519	33,328
COTA	1,057	955	9,721
HART	759	910	14,450
HRT	1,022	877	6,294
IndyGo	717	930	8,021
Omnitrans	477	1,124	10,694
PalmTran	505	2,029	14,167
PSTA	665	1,162	13,005
RIPTA	804	1,099	12,045
WeGo	723	875	8,811

Expense and Revenue Measures

The expense and revenue measures provide a picture of JTA's operating finances. JTA agency-wide financial data for fiscal years 2018-2022 is shown in **Table 3-20**. Over the five-year period, JTA's federal operating assistance and state capital funds had the largest percent change; federal operating assistance increased by over 150 percent, while state capital funds declined by nearly 100 percent. Between FY 2018 and FY 2022, JTA's total operating expenses increased by 25 percent between 2018 and 2022, its operating revenues increased by 21 percent, and its capital revenues decreased by 28 percent.

In 2022, JTA's local revenue made up approximately 72 percent of the agency's operating revenue, while federal assistance made up approximately 14 percent. The remaining 14 percent of operating revenues came from state funds and passenger fare revenue. In 2022, federal funds provided approximately 99 percent of JTA's total capital revenue, while state funds made up the remaining one percent.

JTA's expenses and revenues are both higher than the peer average, largely due to its unique history as an expressway authority. Unlike most transit agencies, JTA retains construction and engineering responsibilities for a broader range of infrastructure projects, contributing to higher costs and revenue generation. JTA's total operating expenses are approximately 16 percent higher than the peer average, with lower vehicle operating expenses but higher maintenance and administration expenses. JTA's total operating revenues are approximately 12 percent higher than the peer average, accounting for lower revenue from state and federal funds, passenger fares, and other non-fare revenue, but higher local revenue. **Table 3-21** shows JTA's agency-wide operating revenues and expenses in comparison to selected peer agencies for fiscal year 2022. **Figure 3-10** shows the comparisons in a graph format.

Figure 3-9: Agency-wide Urban and Service Area Characteristics Peer Comparison, FY2022

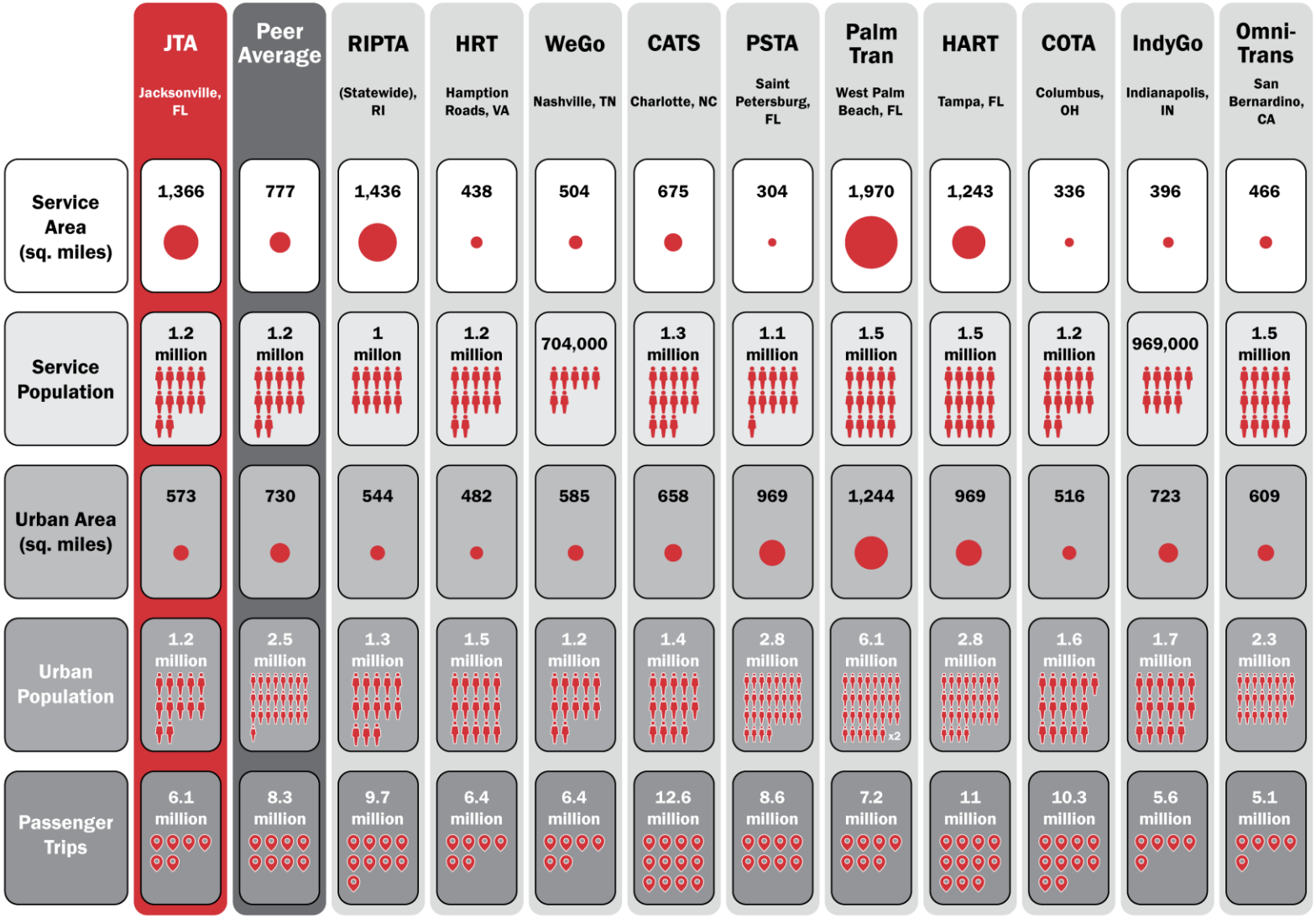


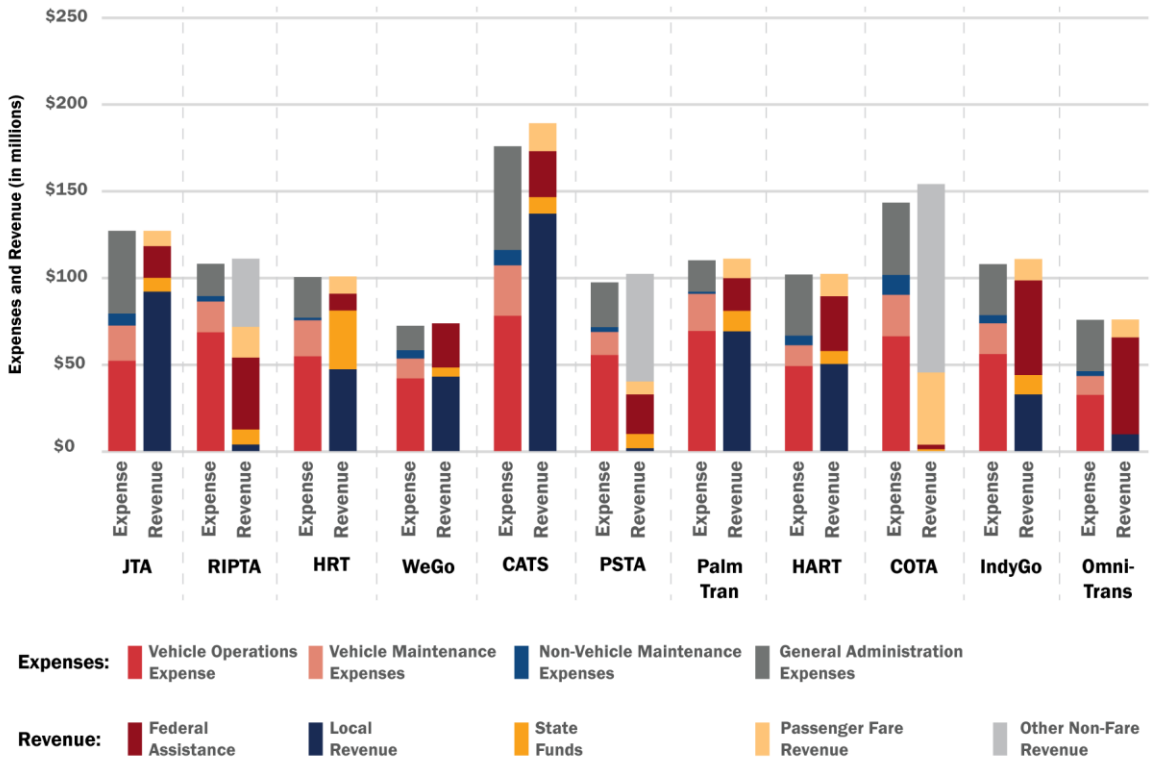
Table 3-20: Agency-wide Expenses and Revenue Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expenses						
Vehicle Operations	$101,764,480	$113,658,473	$117,500,974	$114,236,999	$126,901,490	25%
Vehicle Maintenance Expenses	$15,642,123	$17,677,291	$17,918,504	$17,565,427	$20,565,399	16%
Non-Vehicle Maintenance Expenses	$4,720,182	$4,785,832	$5,667,591	$6,156,907	$6,977,440	48%
General Administration Expenses	$32,832,640	$42,205,819	$46,790,349	$41,280,082	$47,483,390	45%
Total Operating Expenses	**203,528,960**	**$227,316,946**	**235,001,948**	**$228,473,998**	**$253,802,980**	**25%**
Operating Revenue						
Local Revenue	$82,449,344	$87,293,748	$74,267,995	$28,499,083	$91,891,334	11%
State Funds	$4,197,403	$7,012,682	$3,126,378	$8,708,263	$8,031,194	91%
Federal Assistance	$6,763,152	$6,631,237	$30,086,072	$69,068,873	$18,282,359	170%
Passenger Fare Revenue	$11,587,496	$13,343,381	$11,123,743	$8,052,656	$8,814,728	-24%
Local Contribution	$0	$0	$0	$0	$0	0%
Other Non-Fare Revenue	$0	$0	$0	$0	$0	0%
Total Operation Revenue	**$104,997,395**	**$114,281,048**	**$118,604,188**	**$114,328,875**	**$127,019,615**	**21%**
Capital Revenue						
Local Revenue	$0	$0	$0	$8,994	$0	0%
State Funds	$8,072,393	$5,767,920	$1,453,201	$4,130,635	$188,841	-98%
Federal Assistance	$31,673,595	$17,872,077	$17,342,123	$27,112,681	$28,248,699	-11%
Passenger Fare Revenue	$0	$0	$0	$0	$0	0%
Local Contribution	$0	$0	$0	$0	$0	0%
Other Non-Fare Revenue	$0	$0	$0	$0	$0	0%
Total Capital Revenue	**$39,745,988**	**$23,639,997**	**$18,795,324**	**$31,252,310**	**$28,437,540**	**-28%**

Table 3-21: Agency-wide Expenses and Revenue Peer Comparison, FY2022

	JTA	Peer Average	RIPTA	HRT	WeGo	CATS	PSTA	PalmTran	HART	COTA	IndyGo	Omnitrans
Operating Expenses (in millions)												
Vehicle Op. Expense	$52	$57.7	$68.5	$54.7	$42	$78.1	$55.5	$69.2	$49.1	$66.3	$56	$32.5
Vehicle Maintenance Expenses	$20.4	$17.8	$17.7	$20.8	$11.3	$29	$13.3	$21.6	$11.9	$23.9	$17.9	$10.8
Non-Vehicle Maintenance Expenses	$7	$4.7	$3.2	$1.4	$5	$8.9	$2.8	$1.1	$5.6	$11.4	$4.6	$2.9
General Admin. Expenses	$47.5	$29.5	$18.6	$23.4	$14	$59.7	$25.8	$18	$35.2	$41.7	$29.3	$29.4
Total Op. Expenses	**$126.9**	**$109.2**	**$108**	**$100.2**	**$72.3**	**$175.7**	**$97.3**	**$109.9**	**$101.8**	**$143.3**	**$107.7**	**$75.6**
Operating Revenues (in millions)												
Local Revenue	$91.9	$39.5	$3.7	$47.2	$42.9	$136.9	$1.6	$69.1	$50.1	$0.70	$32.7	$9.7
State Funds	$8	$9.7	$8.6	$33.9	$5.3	$9.6	$8.2	$11.7	$7.6	$1.0	$11.2	$0
Federal Assistance	$18.3	$28.9	$41.5	$9.7	$25.3	$26.5	$22.7	$19	$31.7	$2.7	$54.5	$55.8
Passenger Fare Revenue	$8.8	$13.9	$17.9	$9.9	$0	$15.9	$7.6	$11.2	$12.8	$41.7	$12.3	$10.2
Other Non-Fare Revenue	$0	$21	$39.1	$0	$0	$0	$61.9	$0	$0	$108.5	$0	$0
Total Op. Revenues	**$127**	**$113**	**$110.8**	**$100.7**	**$73.5**	**$188.9**	**$102.1**	**$111**	**$102**	**$154.6**	**$110.7**	**$75.7**

Figure 3-10: Agency-wide Expenses and Revenue Peer Comparison, FY2022



3.5.1.1. Fixed-Route Transit Service

This section presents a trend analysis and peer evaluation of JTA's fixed route bus service. Each of the identified groups of measures is used to evaluate JTA's service over a period of five years to detail JTA service trends in relation to the identified peer agencies. All data was sourced from the FTA National Transit Database. The measures included in this section are shown in **Table 3-22**.

Table 3-22: Fixed-Route Transit Measures

General	Vehicle	Service and service Effectiveness	Expenses/Revenue	Efficiency
■ Passenger trips ■ Passenger miles ■ Vehicle miles ■ Revenue miles ■ Revenue hours ■ Average passenger trip length ■ Route miles	■ Vehicles available in maximum service ■ Vehicles operated in maximum service ■ Revenue miles per vehicles in max. service	■ Average age of fleet (in years) ■ Vehicle miles per capita ■ Passenger trips per capita ■ Passenger trips per vehicles in max. service ■ Passenger trips per revenue mile ■ Passenger trips per revenue hour	■ Average age of fleet (in years) ■ Vehicle miles per capita ■ Passenger trips per capita ■ Passenger trips per vehicles in max. service ■ Passenger trips per revenue mile ■ Passenger trips per revenue hour	■ Operating expense per capita ■ Operating expense per passenger trip ■ Operating expense per revenue mile ■ Operating expense per revenue hour ■ Maintenance expense per revenue hour ■ Maintenance expense per vehicle

General Measures

Trend Analysis

Analysis of general characteristics provides an overview of JTA's fixed route services as a whole. **Table 3-23** shows the number of passenger trips, passenger miles, vehicle miles, revenue miles, revenue hours, and average passenger trip length for fixed route service, and route miles for fiscal years 2018 through 2022.

Over the past five years, passenger trips and miles have declined by over 50 percent, while the average passenger trip length only saw a slight decrease of about five percent. Importantly, while ridership during the hardest period of the COVID-19 pandemic fell sharply between 2020-2021, ridership dipped about 4.5 percent lower between 2018-2019. Nevertheless, since ridership rose slightly in 2020 and passenger trip length fell only slightly over the five-year period and was generally stable prior to the pandemic, there is cause for cautious optimism about ridership recovery.

On the other hand, vehicle miles, revenue miles, and revenue hours all declined by about 15-20 percent over the past five years. This trend indicates that JTA provided less fixed-route service over this period – entirely explained by service reductions during the most difficult periods of the COVID-19 pandemic.[4] Route miles, the sum of linear miles of bus network, fluctuates from year to year but generally decreases over time. This is likely the result of transitioning some fixed routes to ReadiRide zones in an effort to overcome operator shortages during this period.

[4] https://news.wjct.org/first-coast/2021-05-18/jta-increasing-bus-capacity-as-first-phase-of-return-to-normal

Table 3-23: Fixed Route General Measure Trend Analysis, FY2018 - FY2022

Measure	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Passenger Trips	10,436,309	9,968,311	6,916,697	5,036,970	5,131,106	**-51%**
Passenger Miles	64,332,545	60,863,642	43,340,985	29,706,429	30,014,779	**-53%**
Vehicle Miles	10,016,232	10,364,700	8,737,562	8,679,382	8,146,017	**-19%**
Revenue Miles	9,025,833	9,273,421	7,881,227	8,181,569	7,652,863	**-15%**
Revenue Hours	644,292	661,652	556,330	569,928	549,374	**-15%**
Average Passenger Trip Length	6.2	6.1	6.3	5.9	5.8	**-5%**
Route Miles	597	634	461	454	442	**-4%**

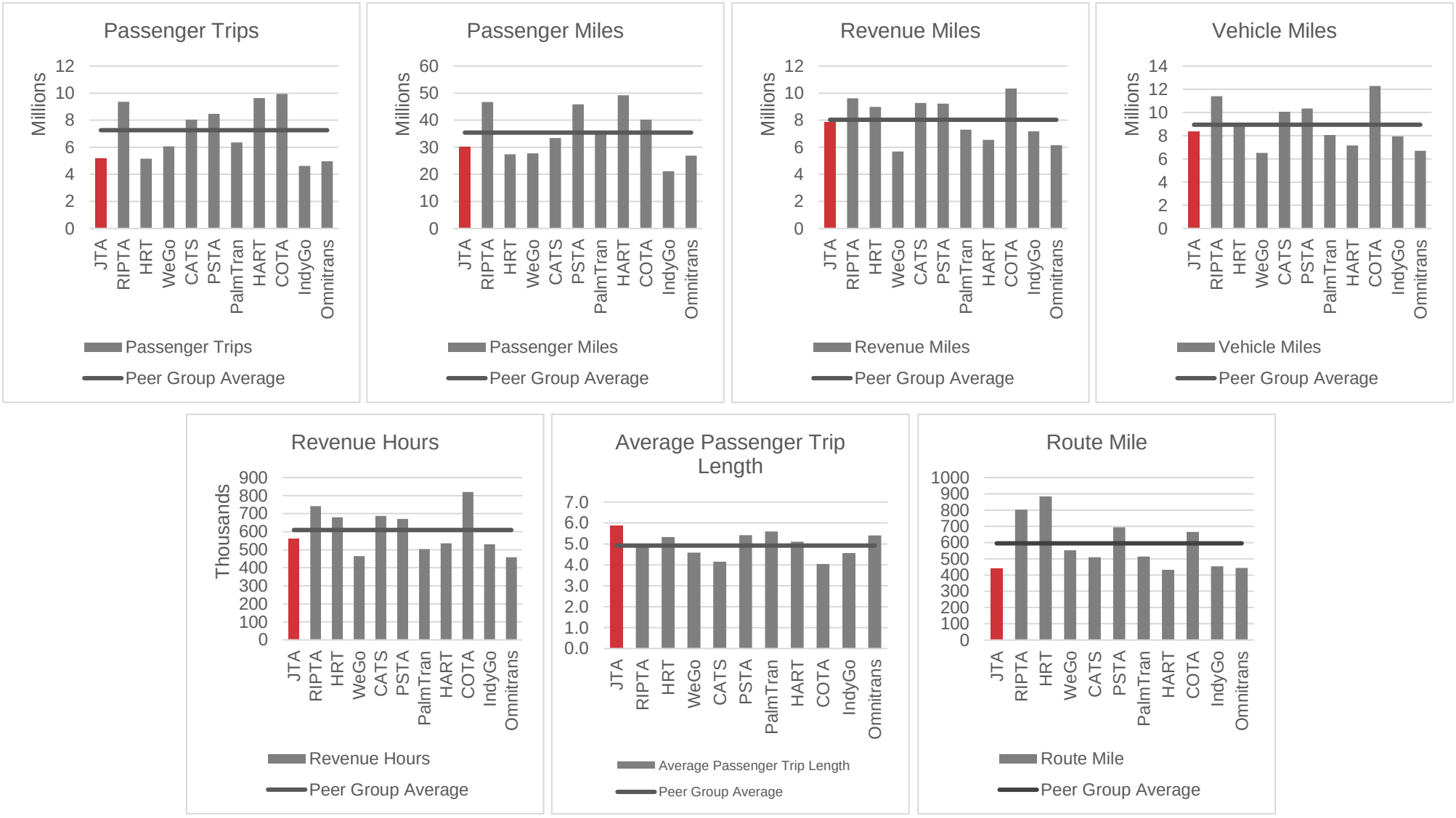
Peer Comparison

Figure 3-11 compares passenger trips, passenger miles, revenue miles, vehicle miles, revenue hours, and average passenger trip length, and route miles between JTA and its peer agencies, as well as the average group value for each category for fiscal year 2022.

In terms of rider travel behavior and habits, JTA's riders were very similar to those of its peers in 2022. However, JTA boasted a longer average trip length than the peer average, indicating that passengers tend to use JTA fixed route services for longer journeys. Population density in JTA's service area has likely played a role in the passengers riding behavior. Concurrently, JTA's service level in terms of revenue miles and route miles is nearly equivalent to the peer average, albeit slightly lower in vehicle miles and revenue hours.

Overall, based on this peer comparison, JTA provides a comparable service level to its peers. While passenger ridership may be a little lower than its counterparts, the general trend indicates that this may be the result of population density, underscored by passengers opting for longer trips on JTA fixed route services.

Figure 3-11: Fixed Route General Measure Peer Comparison, FY2022



Vehicle Measures

Trend Analysis

Vehicle measures provide insight into how well a transit agency maintains its fleet. Analysis of vehicle measures provides an overview of the size of JTA and the number of vehicles available for service. **Table 3-24** shows the number of vehicles available in maximum service, vehicles operated in maximum service, and revenue miles per vehicles in maximum service for fixed route service for fiscal years 2018 through 2022. Vehicles available in maximum service includes spares and out of service vehicles, while vehicles operating in maximum service represent the number of vehicles required to deliver the annual maximum service (excluding atypical days and special events).

Between fiscal year 2018 and 2022, JTA had a stable number of vehicles available and operated in maximum service. However, the number of vehicles operated in maximum service decreased around 30 percent starting in 2021, reflecting a service level change during pandemic to better reflect actual passenger trips. With this adjustment, the vehicle utilization efficiency, indicated by the revenue miles per vehicle in maximum service, recovered to around 13 percent lower than fiscal year 2018, instead of the 16 percent decrease in fiscal year 2020 comparing to fiscal year 2018.

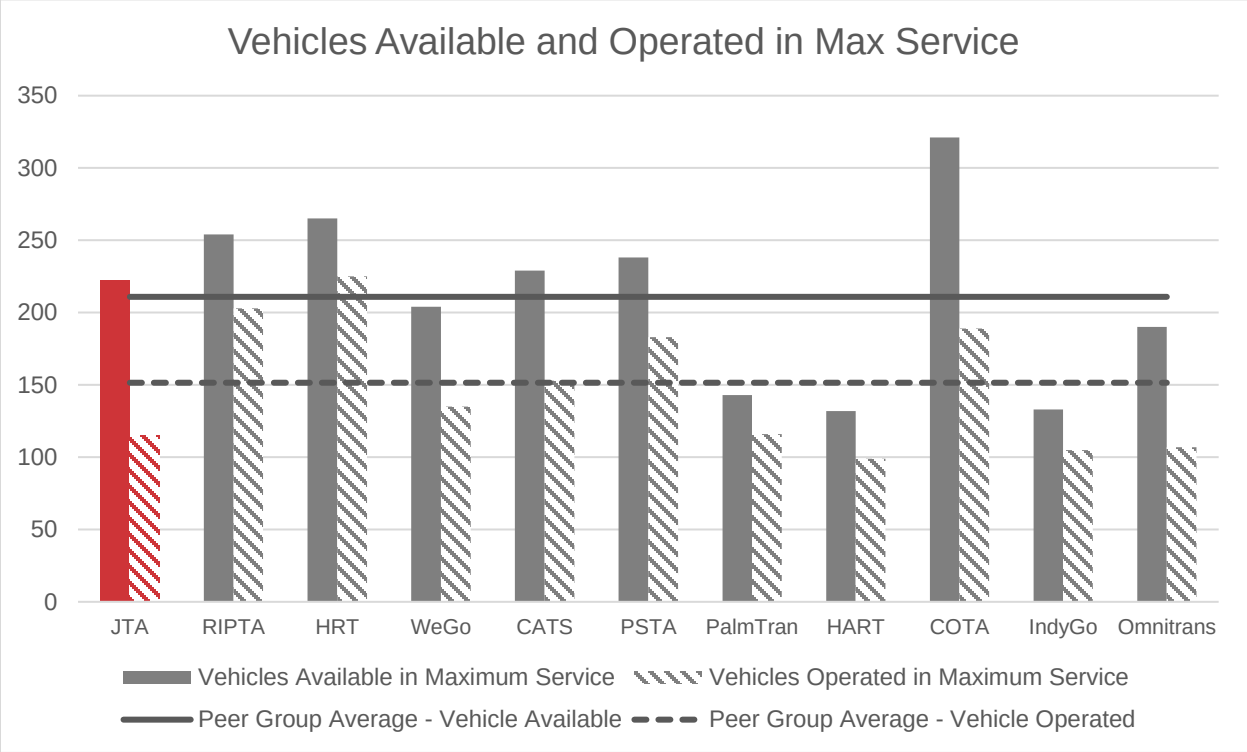
Table 3-24: Fixed Route Vehicle Measure Trend Analysis, FY2018 - FY2022

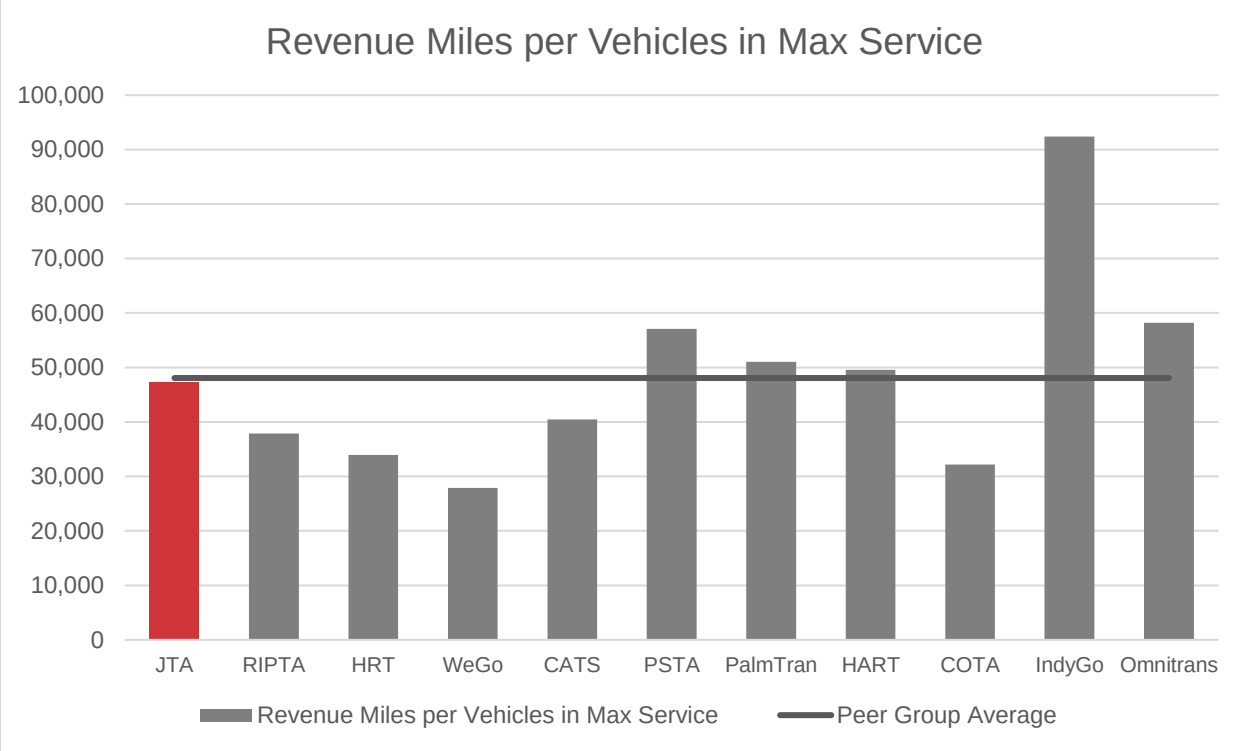
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Vehicles Available in Maximum Service	201	207	209	209	197	-2%
Vehicles Operated in Maximum Service	153	159	160	125	108	-29%
Revenue Miles per Vehicle in Maximum Service	44,905	44,799	37,709	39,146	38,847	-13%

Peer Comparison

Figure 3-12 compares vehicles available in maximum service, vehicles operated in maximum service, and revenue miles per vehicles in maximum service between JTA and its peer agencies, as well as the average group value for each category for fiscal year 2022. JTA is above the peer average for vehicles available in maximum service, but below average for vehicles operated in maximum service. However, JTA's decision of reducing vehicles operating in maximum service makes the utilization of each vehicle, which is the revenue miles per vehicle, reach the same level as the peer average.

Figure 3-12: Fixed Route Vehicle Measures Peer Comparison, FY2022





Service/System Effectiveness Measures

Trend Analysis

Analysis of service and service effectiveness measures provides an overview of the age of the fleet, and number of trips offered based on the size of the service area population, the number of vehicles operated, and the amount of revenue miles/hours generated. **Table 3-25** lists the average age of fleet (in years), passenger trips per capita, passenger trips per vehicles in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour for fixed route service for fiscal years 2018 through 2022.

Between 2018 and 2022, JTA experienced declines across all measures. Vehicle miles per capital decreased by 31 percent, attributable to both a reduction in service levels during the pandemic and an increase in service area population. Passenger trips on JTA fixed route services decreased by approximately 50 percent over the past five years, particularly during the pandemic period, resulting in a decline of service effectiveness measures related to passenger trips ranging from 40 percent to 60 percent. However, from 2021 to 2022, the service effectiveness measures related to passenger trips all increased a little, indicating the trend is recovering. On an additional positive note, the average age of the fleet decreased by 8 percent, indicating that JTA maintained a relatively steady fleet purchasing plan over the past five years.

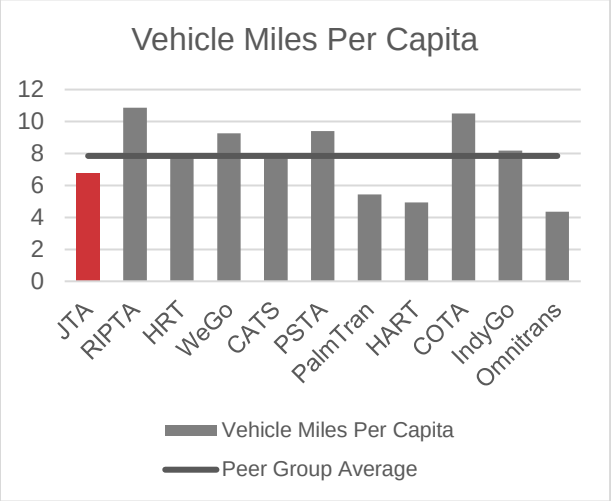
Table 3-25: Fixed Route Service and service Effectiveness Measure Trend Analysis, FY2018 - FY2022

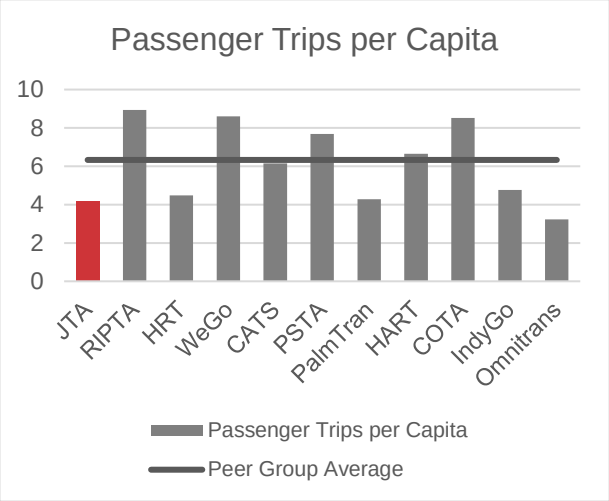
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Average Age of Fleet (in years)	6.66	6.70	6.85	6.33	6.11	-8%
Vehicle Miles Per Capita	9.50	9.24	7.14	7.01	6.58	-31%
Passenger Trips per Capita	9.89	8.89	5.65	4.07	4.15	-58%
Passenger Trips per Vehicles in Max. Service	51,922	48,156	33,094	24,100	26,046	-50%
Passenger Trips per Revenue Mile	1.16	1.07	0.88	0.62	0.67	-42%
Passenger Trips per Revenue Hour	16.20	15.07	12.43	8.84	9.34	-42%

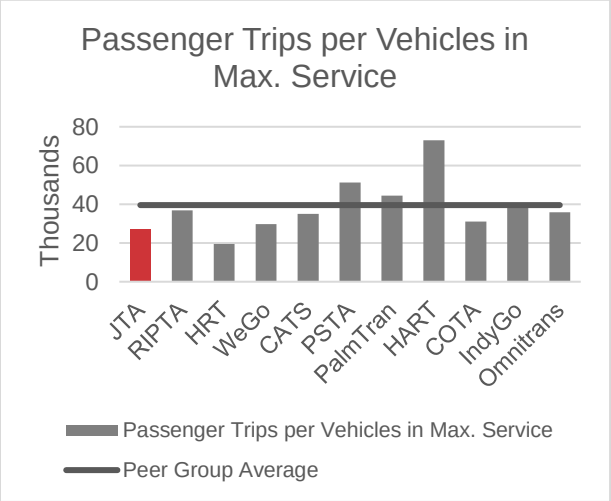
Peer Comparison

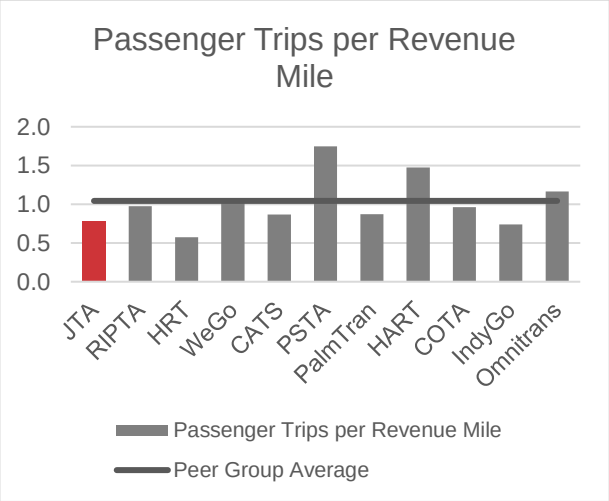
Figure 3-13 compares average age of fleet (in years), vehicle miles per capita, passenger trips per capita, passenger trips per vehicles in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour between JTA and its peer agencies, as well as the average group value for each category for fiscal year 2018-2022. Generally, JTA falls on the lower side of the range among its peers across these statistics, serving fewer passengers per vehicle revenue hour (VRH), per vehicle revenue mile (VRM), per capita, and per vehicle in maximum service than the others. JTA's fixed route has an average age and vehicle miles per capita that are close to the peer average. These statistics show that JTA was providing relatively steady service comparing to the peers; however, the ridership level could still increase to reach to a similar level as its peers.

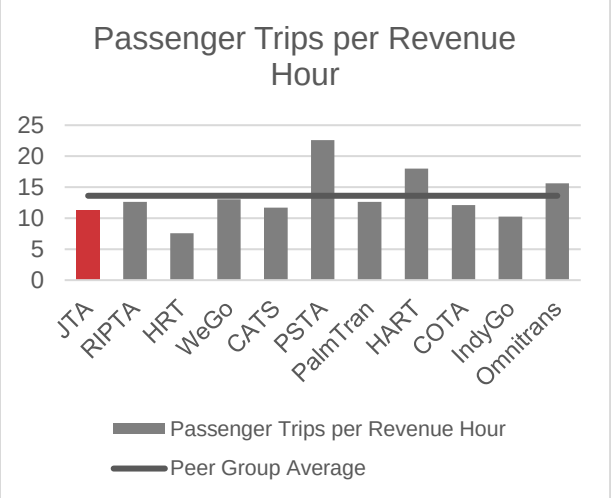
Figure 3-13: Fixed Route Service and service Effectiveness Measure Peer Comparison, FY2022

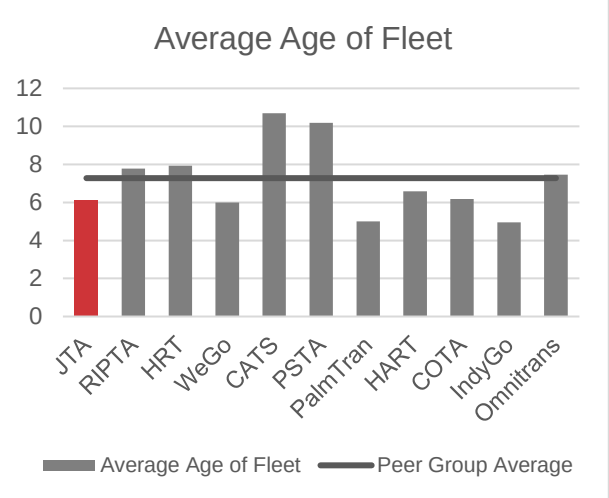












Expense and Revenue Measures

Trend Analysis

Table 3-26 shows JTA's expenses and revenues generated for fixed route service only. Overall operating, vehicle maintenance, non-vehicle maintenance, and general administration expenses, as well as average fare increased over the five-year period, while, capital funds, and passenger fare revenue decreased.

Cumulative inflation from 2018 to 2022 was around 16.49 percent, with an annual average of 3.89 percent.[5] Considering inflation, vehicle maintenance expenses generally remained steady over the period. Non-vehicle maintenance expenses increased by over 60 percent; however, an absolute increase of $2 million is relatively small considering that supply chain issues and construction labor shortages in Florida during this period may have additionally increased the costs of such services.

General administration costs rose by 46 percent over the five-year period, primarily increasing between 2018-2019. These costs remained steady during the the COVID-19 pandemic, despite elevated labor costs during that time. The increase in general administration expenses from 2018 to 2019 is likely due to the expansion of the First Coast Flyer service. Passenger fare revenue decreased around 45 percent, aligning with ridership decreases around the same time. The average fare cost, despite two years of fare free programs in 2019-2020, increased around 12 percent overall, which is less than inflation.

Peer Comparison

Table 3-27 compares JTA's expenses and revenue for fixed route service in fiscal year 2022 to its peer agencies. JTA's expenses and revenue are higher than the peer average for all the measures except for the vehicle operating expenses and passenger fare revenue. Total operating expenses are similar across peers but JTA is a little above, primarily as a result of general administration expenses being greater (**Figure 3-14**).

Table 3-26: Fixed Route Expense and Revenue Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expenses	$77,977,067	$84,544,249	$89,934,713	$87,274,867	$97,771,190	**25%**
Vehicle Maintenance Expenses	$12,800,593	$12,793,000	$13,544,432	$15,064,213	$14,937,815	**17%**
Non-Vehicle Maintenance Expenses	$3,490,973	$3,253,876	$3,916,934	$4,124,742	$5,606,324	**61%**
General Administration Expenses	$26,058,183	$31,338,444	$35,848,667	$31,836,941	$37,972,806	**46%**
Capital Funds	$34,387,923	$20,945,981	$16,007,583	$23,655,279	$25,666,563	**-25%**
Passenger Fare Revenue	$10,650,906	$9,749,678	$8,008,894	$5,632,466	$5,881,152	**-45%**
Average Fare	$1.02	$0.00	$0.00	$1.12	$1.15	**12%**

[5] Bureau of Labor Statistics' Consumer Price Index, 2024. http://www.bls.gov/cpi/

Table 3-27: Fixed Route Expense and Revenue Peer Comparison, FY2022

	JTA	Peer Average	RIPTA	HRT	WeGo	CATS	PSTA	PalmTran	HART	COTA	IndyGo	Omnitrans
Fixed-route expenses and revenues (in millions)												
Vehicle Operations Expense	$40.1	$44.5	$60.1	$41.5	$32.1	$55.5	$50.4	$40.3	$39.2	$53.2	$43.4	$28.9
Vehicle Maintenance Expenses	$15.1	$15	$15.8	$17.9	$9	$18.5	$12.5	$17.9	$10.4	$22.8	$15.3	$9.7
Non-Vehicle Maintenance Expenses	$5.6	$3.6	$2.7	$0.63	$4.7	$3.5	$2.4	$1	$4.9	$10.8	$3.2	$2.5
General Administration Expenses	$38.4	$22.6	$16.2	$16.5	$11.2	$27.2	$19.7	$14.7	$34.2	$40.3	$21.9	$23.8
Total Operating Expenses	$99.2	$85.7	$94.9	$76.6	$57	$104.6	$84.9	$74	$88.8	$127.1	$83.8	$64.8
Capital Funds	$25.7	$16.4	$6.5	$7.4	$9.3	$0.49	$1.5	$14.8	$11.4	$90.7	$16.4	$5.8
Passenger Fare Revenue	$5.9	$7.5	$13.5	$6.2	$5.8	$6.4	$6.3	$7.4	$7.3	$11	$4.4	$7

Figure 3-14: Fixed Route Expense and Revenue Measure Peer Comparison, FY2022



Efficiency Measures

Trend Analysis

Efficiency measures indicate how well JTA is allocating its resources to deliver fixed route service. The efficiency measures provide an overview of JTA's operating expenses and maintenance expenses based on the service area population, trips generated, revenue miles and hours generated, and number of vehicles. **Table 3-28** presents the operating expense per capita, operating expense per passenger trip, operating expense per revenue hour, maintenance expense per revenue hour, and maintenance expense per vehicle for fixed-route service for fiscal years 2018 through 2022.

Before the pandemic in FY 2020, the service efficiency measures were generally steady, with the small increase reflecting inflation. The 1.5x increase in operating expense per passenger trip reflects decreased passenger trips since the pandemic and increased operating cost since 2020. JTA's response to pandemic operating conditions is visible in years 2020-21 and 2021-22. For all the efficiency measures, while the absolute amounts also increased between 2020 and 2021, the rate of the increase has been leveling off.

Table 3-28: Fixed Route Service and service Effectiveness Measure Trend Analysis, FY2018 - FY2022

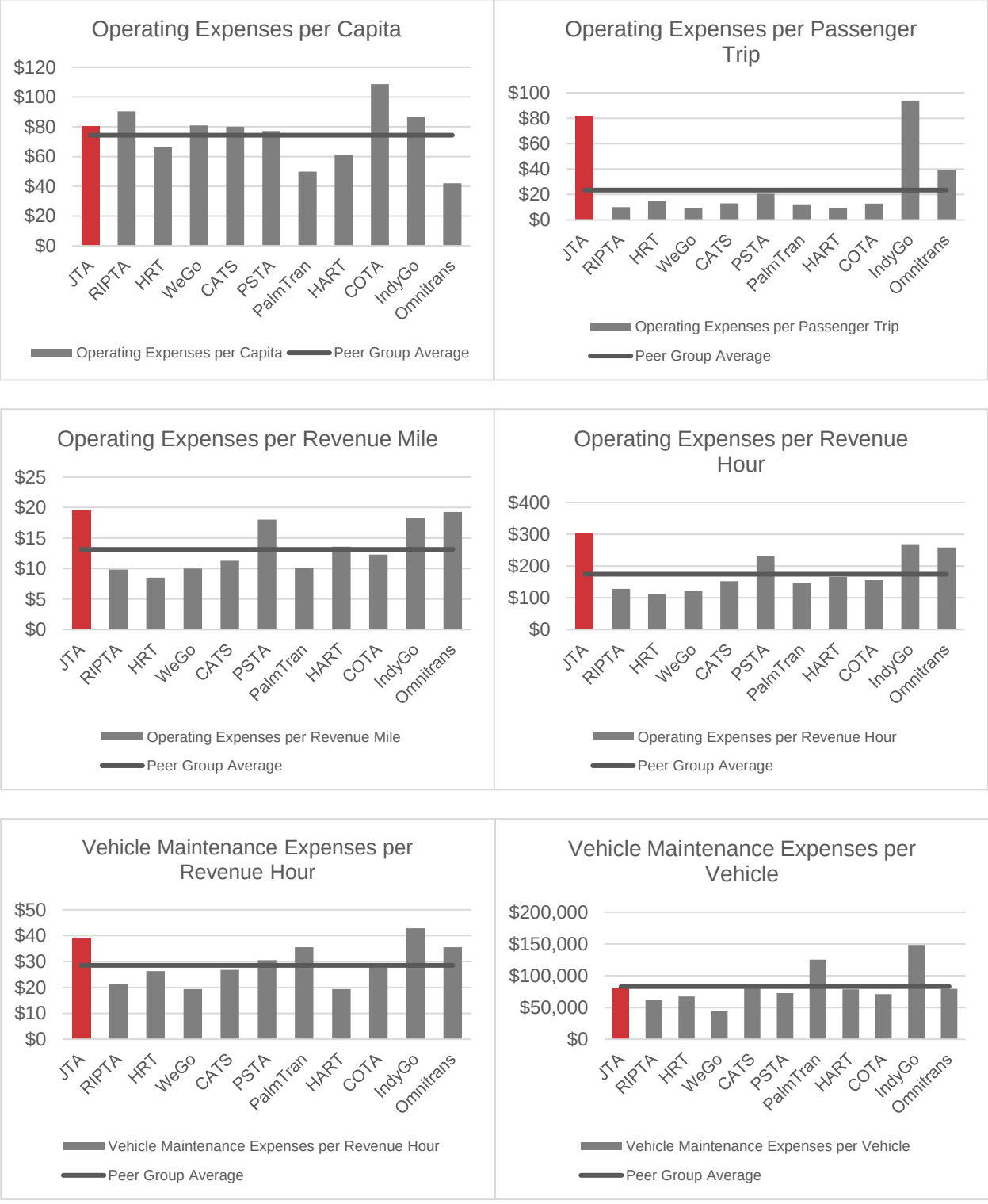
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expense per Capita	$73.93	$75.37	$73.48	$70.51	$78.99	**7%**
Operating Expense per Passenger Trip	$7.47	$8.48	$13.00	$17.33	$19.05	**155%**
Operating Expense Per Revenue Mile	$8.64	$9.12	$11.41	$10.67	$12.78	**48%**
Operating Expense per Revenue Hour	$121.03	$127.78	$161.66	$153.13	$177.97	**47%**
Maintenance Expense per Revenue Hour	$19.87	$19.33	$24.35	$26.43	$27.19	**37%**
Maintenance Expense per Vehicle	$63,684.54	$61,801.93	$64,805.89	$72,077.57	$75,826.47	**19%**

Peer Comparison

Figure 3-15 compares operating expense per capita, operating expense per passenger trip, operating expense per revenue hour, maintenance expense per revenue hour, and maintenance expense per vehicle between JTA and its peer agencies, as well as the average group value for each category for fiscal year 2022.

JTA and its peers have similar operating expense per capita; JTA typically falls within the upper quartile or third for other operating expense measures examined. The per-unit cost of JTA fixed route service is higher than peers especially on the ridership related measures, primarily due to longer routes and lower ridership density. In other per-unit cost measures related to the service level, the absolute value is still not far from the peer average.

Figure 3-15: Fixed Route Efficiency Peer Comparison, FY2022



Key Takeaways

Between fiscal years 2018 and 2022, JTA's passenger trips, passenger miles, vehicle miles, revenue miles, and revenue hours have all declined. While revenue hours and revenue miles have declined by less than 20 percent, passenger trips and passenger miles have each declined by over 50 percent. This decline in both service provided (revenue miles and revenue hours) and overall ridership (passenger trips and passenger miles) is likely attributable to the COVID-19 pandemic. It indicates that JTA has not brought levels of service back to pre-pandemic levels, but also that customers have not returned to transit. Importantly, from most of the trends presented, the biggest decrease happened between fiscal years 2019 to 2020 during the height of the pandemic; the trend from 2021 to 2022 suggests that ridership may be recovering.

JTA is below the peer average for the number of passenger trips, passenger miles, revenue miles, vehicle miles, revenue hours, and route miles. However, the agency is above the peer group in terms of average passenger trip length. JTA has a similar number of vehicles available at maximum service compared to peers and operates fewer vehicles than its peers during maximum service. JTA's revenue miles per vehicles per maximum service is just below the peer average.

JTA also falls below its peers across the six service and service effectiveness measures. The agency operates fewer vehicle miles per capita, passenger trips per capita, passengers per vehicles in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour compared to its peers.

JTA's vehicle maintenance, non-vehicle maintenance, general administration, and total operating expenses are greater than the peer average, while the agency's vehicle operation expenses fall below the peer average. Notably, JTA's general administration expenses are 70 percent greater than the peer average and non-vehicle maintenance funds are 55 percent greater than the peer average. This is likely because of JTA's additional construction and engineering responsibilities under its authority.7 JTA's vehicle operating expenses are 10 percent lower than the peer average. When examining funds received, JTA's capital funds also fall above the peer average while JTA's passenger fare revenues fall below the peer average. JTA's fare revenues are 22 percent lower than the peer average and the agency's capital funds are 56 percent higher than the peer average. While JTA's fare revenues fall below the average among peers, the agency also operates less service and serves fewer passenger trips than its peers.

When examining financial efficiency, JTA performs above the peer average for operating expense per capita, operating expense per passenger trip, operating expense per revenue mile, operating expense per revenue hour, and vehicle maintenance expenses per revenue hour. JTA's vehicle maintenance expenses per vehicle is similar to the peer average. While JTA is offering less service and carrying fewer passengers than its peers, the agency's operating expenses remain higher than its peers, thereby indicating that JTA is financially inefficient compared to peers.

3.5.1.2. Demand-Response Transit Service

This section presents a peer evaluation and trend analysis of JTA's demand response (paratransit) services. JTA's paratransit service is provided by Connexion and Connexion Plus. The service is purchased transportation and not directly operated by JTA.

Each of the identified groups of measures is used to evaluate JTA's service over a period of five years to detail JTA service trends in relation to the identified peer agencies. All data was sourced from the FTA National Transit Database. **Table 3-29** presents the measures included in this section.

Table 3-29: Demand-Response Transit Measures

General	Vehicle	Service and service Effectiveness	Expense and Revenue	Efficiency
■ Passenger trips ■ Passenger miles ■ Revenue miles ■ Revenue hours ■ Average passenger trip length	■ Vehicles available in max. service ■ Vehicles operated in max. service ■ Revenue miles per vehicles operated in max. service	■ Average Age of Fleet (in years) ■ Vehicle trips per capita ■ Passenger trips per vehicles in max. service ■ Passenger trips per revenue mile ■ Passenger trips per revenue hour	■ Operating Expenses ■ Vehicle maintenance expenses ■ Non-vehicle maintenance expenses ■ Capital funds ■ Passenger fare revenue ■ Average fare revenue	■ Operating expense per capita ■ Operating expense per passenger trip ■ Operating expense per revenue hour ■ Maintenance expense per revenue hour ■ Maintenance expense per vehicle

General Measures

Trend Analysis

Analysis of general characteristics provides an overview of JTA' demand response service as a whole. **Table 3-30** shows the number of passenger trips, passenger miles, revenue miles, revenue hours, and average passenger trip length for demand response service for fiscal years 2018 through 2022.

Between 2018 and 2022, passenger trips and miles declined by about 33 percent. Passenger trips have been declining each year since 2019, and ridership is more than 100,000 trips lower in 2022 compared with 2019. Passenger trips and miles increased before the COVID-19 pandemic but remained largely stable in 2020 and the years following, showing that demand for demand response is generally stable.

The service level measures of demand response service correlate more with passenger trips than for other types of transit because demand response service operates door-to-door and only performs pick-up and drop-off if someone requests it. Therefore, vehicle miles, revenue miles, and revenue hours decreased at a similar rate to the passenger trips and miles from 2019 to 2020 as a result of people staying home during the height of the pandemic. The average passenger trip length is the same across the analysis period, implying that passengers used the service for similar trip types, despite fluctuations in the overall volume of service used.

Table 3-30: Demand Response General Measure Trend Analysis, FY2018 - FY2022

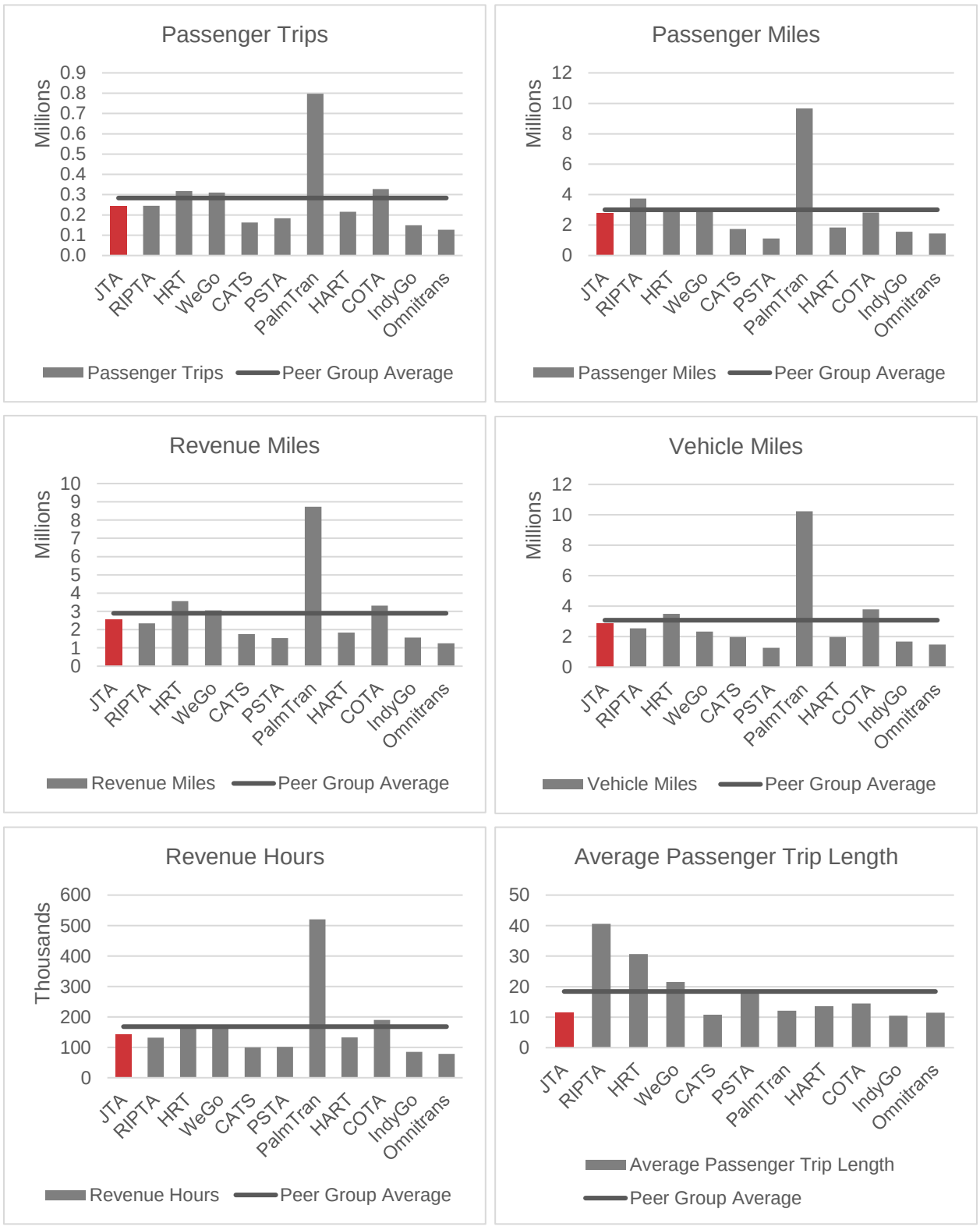
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Passenger Trips	369,347	412,360	296,247	251,248	245,688	**-33%**
Passenger Miles	4,252,546	4,623,940	3,120,110	2,770,127	2,815,841	**-34%**
Vehicle Miles	4,656,293	5,166,010	3,822,770	3,181,137	2,879,810	**-38%**
Revenue Miles	4,090,784	4,383,548	3,287,276	2,807,775	2,560,333	**-37%**
Revenue Hours	233,334	255,347	189,662	151,896	142,170	**-39%**
Average Passenger Trip Length	11.5	11.2	10.5	11.0	11.5	**0%**

Peer Comparison

Figure 3-16 compares passenger trips, passenger miles, revenue miles, revenue hours, and average passenger trip length between JTA and its peer agencies, as well as the peer average for each category for fiscal year 2022.

JTA had similar ridership and other values to its peers in most measures, indicating that JTA demand response provides a similar service level to its peers. JTA's below-average passenger trip length is likely due to the relatively mid- to high-density land use of its service area. In the meantime, other than RIPTA and HRT, which have remarkably long average passenger trip lengths, JTA demand response service has a similar average trip length compared to its peers.

Figure 3-16: Demand Response General Measure Peer Comparison, FY2022



Vehicle Measures

Trend Analysis

Vehicle measures provide insight into the number of vehicles available for service and how those vehicles are utilized. **Table 3-31** lists the number of vehicles available in maximum service, vehicles operated in maximum service, and revenue miles per vehicles in maximum service for demand response service for fiscal years 2018 through 2022.

Between 2018 and 2022, vehicles available in maximum service increased, while vehicles operated in maximum service and revenue miles per vehicles in maximum service declined. Between 2018 and 2019, vehicles available in maximum service and vehicles operated in maximum service increased by 43 percent and 45 percent respectively, suggestive of the fleet purchasing plan during the period. After 2019, the total fleet inventory remained constant over the five-year period, while fewer vehicles were put into operation due to reduced ridership.

Revenue miles per vehicles in maximum service has consistently declined between 2018 and 2022. This may have resulted from an increase in fleet size between 2018-2019, since ridership actually rose during this period. However, as fleet size remained constant after 2019, subsequent reductions in this statistic may have resulted primarily from reduced ridership during the COVID-19 pandemic.

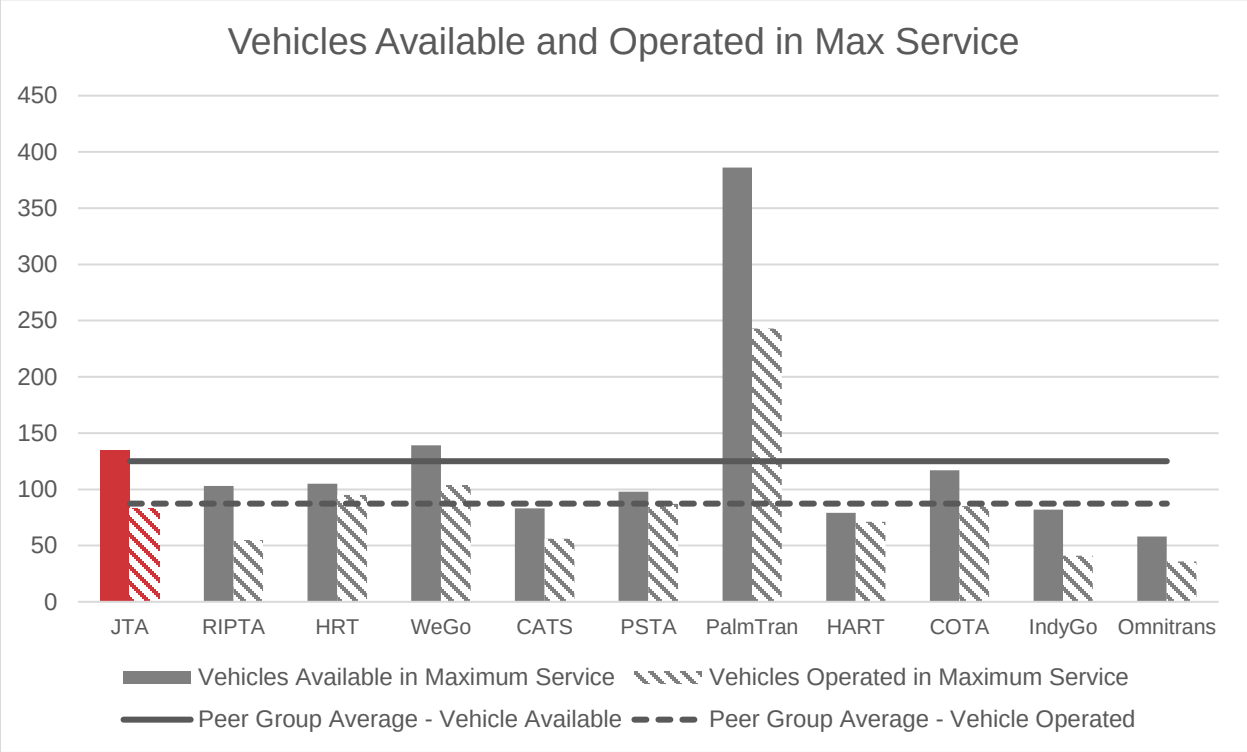
Table 3-31: Demand Response Vehicle Measure Trend Analysis, FY2018 - FY2022

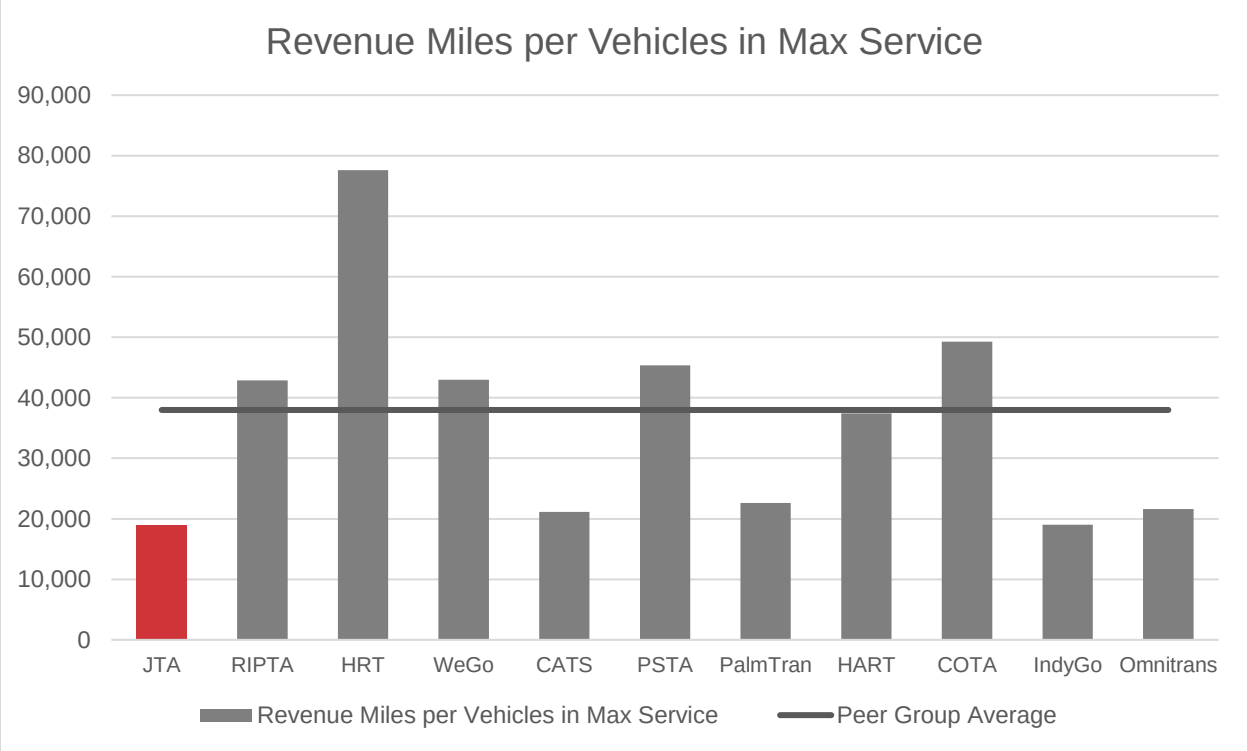
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Vehicles Available in Maximum Service	97	139	138	138	135	**39%**
Vehicles Operated in Maximum Service	87	126	120	86	83	**-5%**
Revenue Miles per Vehicle in Maximum Service	42,173	31,536	23,821	20,346	18,965	**-55%**

Peer Comparison

Figure 3-17 compares vehicles available in maximum service, vehicles operated in maximum service, and revenue miles per vehicles in maximum service between JTA and its peer agencies, as well as the average group value for each category for fiscal year 2022. JTA is close to the peer average for vehicles available at maximum service and vehicles operated at maximum service. JTA is below the average in revenue miles per maximum service, primarily due to reduced demand response ridership.

Figure 3-17: Demand Response Vehicle Measures Peer Comparison, FY2022





Service/System Effectiveness Measures

3.5.1.3. Service and Service Effectiveness Measures

Trend Analysis

Analysis of service and service effectiveness measures provides an overview of the age of the fleet, and number of trips offered based on the size of the service area population, the number of vehicles operated, and the amount of revenue miles/hours generated. **Table 3-32** lists the average age of fleet (in years), passenger trips per capita, passenger trips per vehicles in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour for demand response service for fiscal years 2018 through 2022.

Between 2018 and 2022, vehicle miles per capita, passenger trips per capita, passenger trips per vehicles in maximum service declined while average fleet age (in years), passenger trips per revenue mile, and passenger trips per revenue hour increased. The average age of the fleet increased by 68 percent, indicating that JTA did not acquire many new demand response vehicles from 2019 to 2022 and that they are getting older on average, which aligns with earlier observations about vehicles available in maximum service.

The 47 percent decrease in vehicle miles per capita can be attributed to both a reduction in service levels during the pandemic and an increase in population within the service area. Passenger trips per revenue mile on JTA demand response services remained mostly stable over the five-year period. There was a slight increase in passenger trips per revenue hour and miles in 2022, meaning that JTA is serving more trips per hour and may be experiencing a ridership recovery.

Table 3-32: Demand Response Service and service Effectiveness Measure Trend Analysis, FY2018 - FY2022

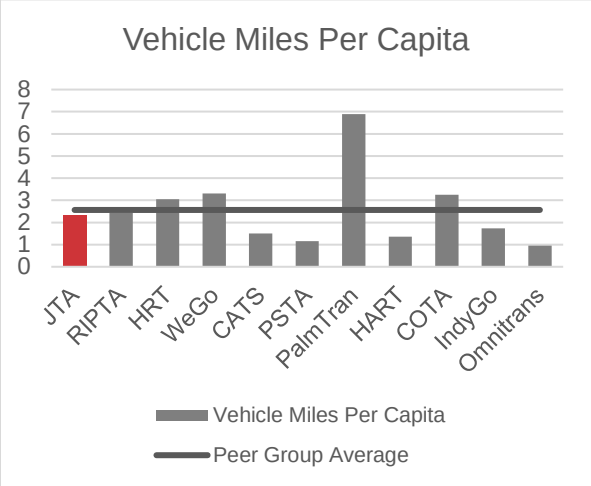
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Average Age of Fleet (in years)	2.93	3.51	3.97	4.52	4.62	**68%**
Vehicle Miles Per Capita	4.41	4.61	3.12	2.57	2.33	**-47%**
Passenger Trips per Capita	0.35	0.37	0.24	0.20	0.20	**-43%**
Passenger Trips per Vehicles in Max. Service	3,808	2,967	2,147	1,821	1,820	**-52%**
Passenger Trips per Revenue Mile	0.09	0.09	0.09	0.09	0.10	**6%**
Passenger Trips per Revenue Hour	1.58	1.61	1.56	1.65	1.73	**9%**

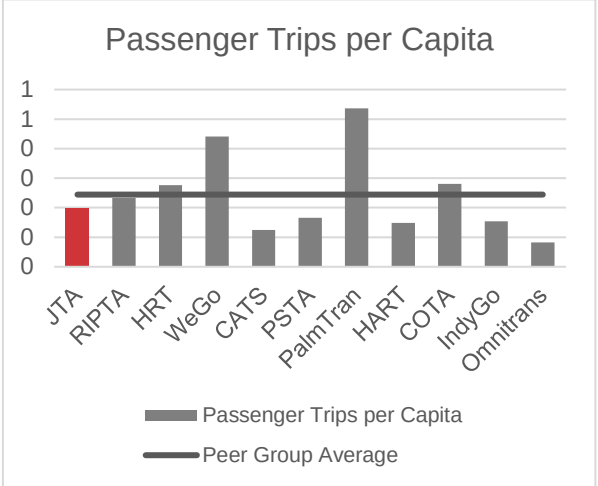
Peer Comparison

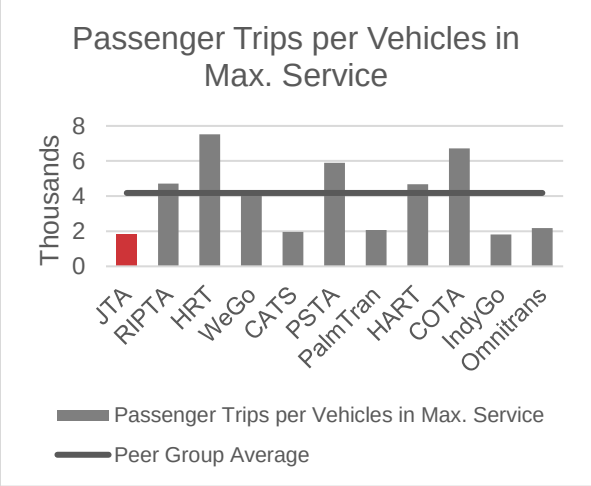
Figure 3-18 compares average age of fleet (in years), passenger trips per capita, and passenger trips per vehicles in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour between JTA and its peer agencies, as well as the average group value for each category for fiscal year 2018-2022. JTA is below the peer average for all measures, but only minimally below for vehicle miles per capita, passenger trips per capita, and average fleet age.

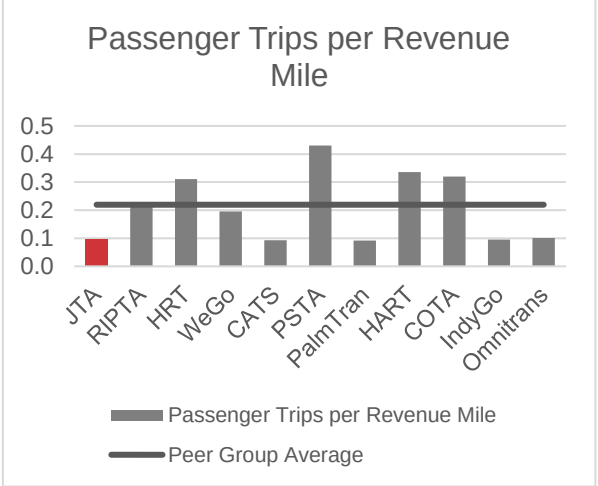
Generally, JTA falls on the lower side of the range among its peers across these statistics, serving fewer passengers per vehicle revenue hour (VRH), per vehicle revenue mile (VRM), per capita, and per vehicle in maximum service than the others. JTA's demand response fleet has an average age and vehicle miles per capita that are close to the peer average. These statistics show that JTA provided relatively steady service; however, the ridership did not reach to a similar level as its peers.

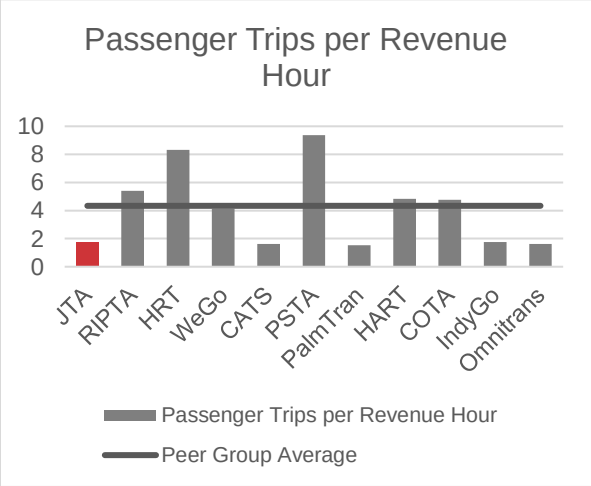
Figure 3-18: Demand Response Service and service Effectiveness Measure Peer Comparison, FY2022

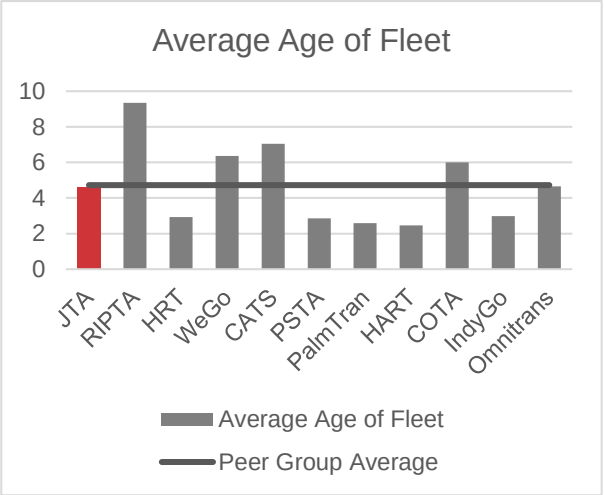












Expense and Revenue Measures

Trend Analysis

Expense and revenue measures provide a picture of JTA's expenses and the revenue generated for demand response service only. **Table 3-33** shows the financial data for demand response transit service, including JTA's expenses and revenue for fiscal years 2018 through 2022. Operating, non-vehicle maintenance expenses, and general administration expenses increased over the five-year period, while non-vehicle maintenance expenses, capital funds, and passenger fare revenue and average fare decreased.

With cumulative inflation around 16 percent over this period in mind, operating expenses, vehicle maintenance expenses, capital funds, passenger fare revenue, and average fares declined while non-vehicle expenses as well as general administration expenses went up even when accounting for inflation. The average fare has almost returned to pre-free-fare levels. Non-vehicle maintenance expenses have increased significantly, likely because of increases in labor and equipment costs during the last few years. The jump in administrative expenses between 2018-2019 was the result the launch of the First Coast Flyer Red Line and Nassau Express Select service in FY2019. However, this has since declined from its peak of $7 million.

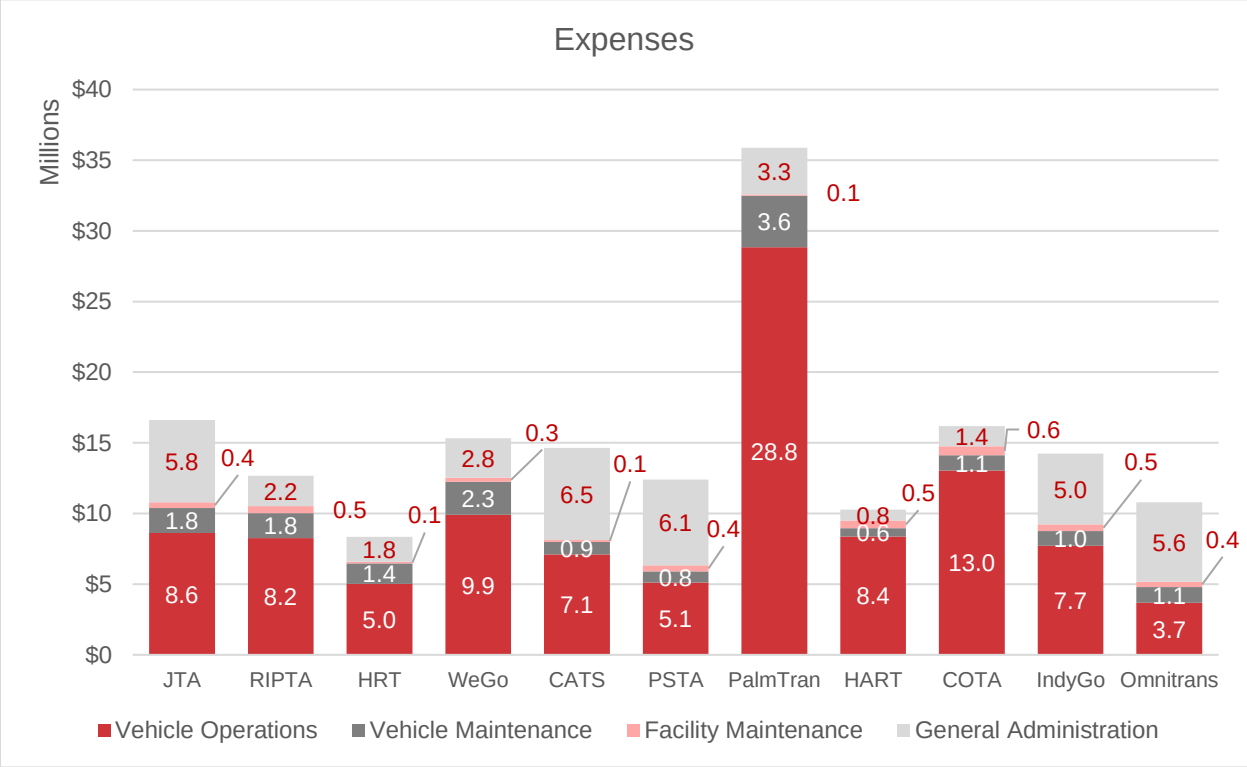
Table 3-33: Demand Response Expense and Revenue Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expenses	$14,781,686	$17,919,298	$16,386,250	$14,166,725	$16,607,289	**12%**
Vehicle Maintenance Expenses	$2,473,676	$2,041,212	$1,754,637	$2,228,627	$1,763,281	**-29%**
Non-Vehicle Maintenance Expenses	$172,475	$76,703	$153,923	$323,953	$419,978	**144%**
General Administration Expenses	$4,094,075	$6,974,587	$7,042,389	$5,500,535	$5,809,133	**42%**
Capital Funds	$969,694	$562,841	$273,726	$34,479	$964,552	**-1%**
Passenger Fare Revenue	$1,025,101	$1,150,901	$900,701	$534,641	$676,204	**-34%**
Average Fare	$2.78	$0.00	$0.00	$2.13	$2.75	**-1%**

Peer Comparison

Table 3-34 compares the amount of JTA's expenses and revenue for Demand Response Service for fiscal year 2022 in relation to its peer agencies. JTA's expenses and revenue are higher than the peer average for all the measures except for the vehicle operating expenses and passenger fare revenue. Specifically, JTA has fewer vehicle operation expenses in 2022 than the peer average; this could be because PalmTran has much greater vehicle operations expenses than any of the other peers, itself the result of much greater population living in the service area (**Figure 3-19**).

Figure 3-19: Demand Response Expense and Revenue Measure Peer Comparison, FY2022



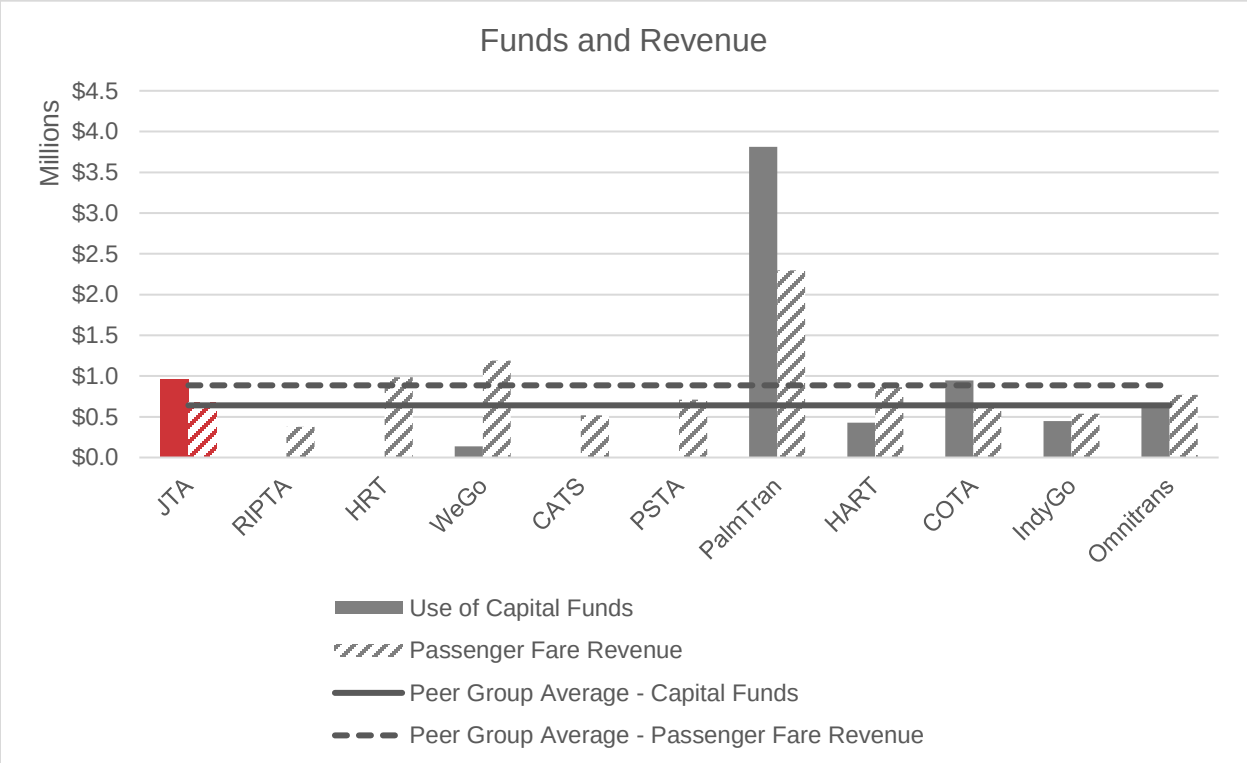


Table 3-34: Regional transit Expense and Revenue Peer Comparison, FY2022

	JTA	Peer Average	RIPTA	HRT	WeGo	CATS	PSTA	PalmTran	HART	COTA	IndyGo	Omnitrans
Regional transit expenses and revenues (in millions)												
Vehicle Operations Expense	$8.6	$9.7	$8.2	$5	$9.9	$7.1	$5.1	$28.8	$8.4	$13	$7.7	$3.7
Vehicle Maintenance Expenses	$1.8	$1.5	$1.8	$1.4	$2.3	$0.89	$0.78	$3.6	$0.58	$1.1	$1	$1.1
Non-Vehicle Maintenance Expenses	$0.42	$0.36	$0.5	$0.12	$0.30	$0.14	$0.42	$0.91	$0.54	$0.64	$0.48	$0.37
General Administration Expenses	$5.8	$3.5	$2.2	$1.8	$2.8	$6.5	$6.1	$3.3	$0.77	$1.4	$5	$5.6
Total Operating Expenses	$16.6	$15.1	$12.7	$8.3	$15.3	$14.6	$12.4	$35.9	$10.3	$16.2	$14.2	$10.8
Capital Funds	$0.96	$0.64	-	-	$0.14	-	-	$3.8	$0.43	$0.94	$0.45	$0.64
Passenger Fare Revenue	$0.68	$0.89	$0.38	$0.98	$1.2	$0.52	$0.71	$2.3	$0.87	$0.61	$0.54	$0.77

Efficiency Measures

3.5.1.4. Efficiency Measures

Trend Analysis

Efficiency measures describe JTA's operating and maintenance expenses relative to the service area population, trips generated, revenue miles and hours generated, and number of vehicles. **Table 3-35** lists operating expense per capita, per passenger trip, and per revenue hour, as well as maintenance expense per revenue hour and per vehicle for fixed-route service for fiscal years 2018 through 2022.

Before the COVID-19 pandemic began in 2020, JTA's service efficiency measures increased only slightly, likely reflecting inflation. JTA demand response service had a flat operating expense per capita during these years. The increase in operating expense per passenger trip in 2020 may be in part due to declining ridership that year with increased expenses for protective equipment and other new costs. Operating expense per revenue mile and hour increased even more than operating expense per passenger trip, since lower ridership has a stronger effect on these metrics. When considering inflation, maintenance expenses generally remained steady. Vehicle maintenance costs per vehicle declined overall in part because JTA recently purchased new vehicles, which require less maintenance.

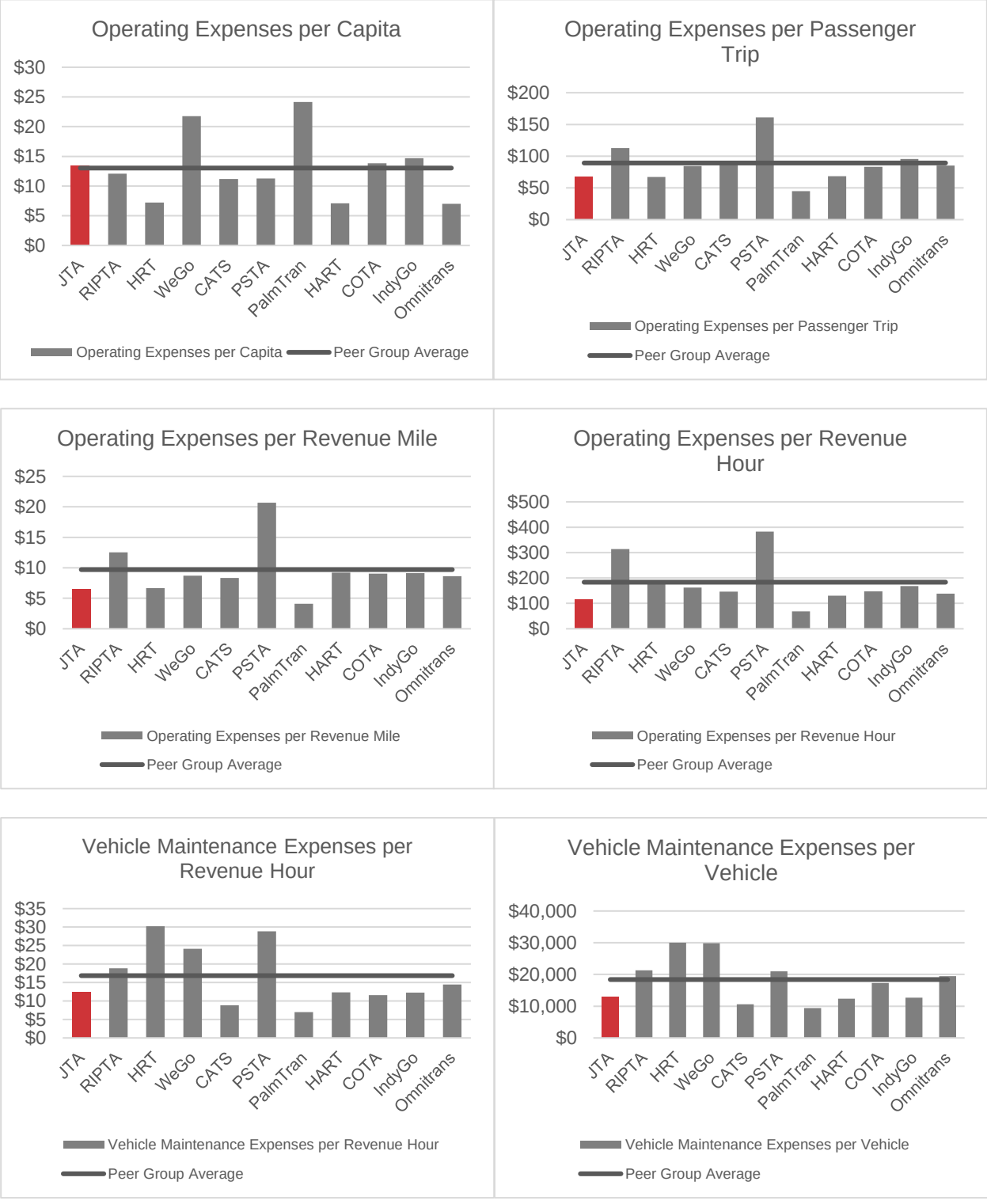
Table 3-35: Demand Response Service and service Effectiveness Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expense per Capita	$14.01	$15.97	$13.39	$11.44	$13.42	-4%
Operating Expense per Passenger Trip	$40.02	$43.46	$55.31	$56.39	$67.60	69%
Operating Expense Per Revenue Mile	$3.61	$4.09	$4.98	$5.05	$6.49	80%
Operating Expense per Revenue Hour	$63.35	$70.18	$86.40	$93.27	$116.81	84%
Maintenance Expense per Revenue Hour	$10.60	$7.99	$9.25	$14.67	$12.40	17%
Maintenance Expense per Vehicle	$25,501.81	$14,684.98	$12,714.76	$16,149.47	$13,061.34	-49%

Peer Comparison

Figure 3-20 compares operating expense per capita, operating expense per passenger trip, operating expense per revenue hour, maintenance expense per revenue hour, and maintenance expense per vehicle between JTA and its peer agencies, as well as the average group value for each category for fiscal year 2022. JTA is below the peer average for all measures except for operating expense per capita, which is about the same as the peer average.

Figure 3-20: Demand Response Efficiency Peer Comparison, FY2022



Key Takeaways

Evaluating paratransit services is fundamentally different from evaluating regional transit services. Paratransit provides an essential service to people who otherwise could not travel by bus, nor indeed using their own private vehicle. Demand for these services fluctuates more heavily than regional transit services, and is strongly correlated to the prevalence of eligible riders who also lack other means of transportation. Measures of utilization and efficiency should be considered in this light.

Between fiscal years 2018 and 2022, passenger trips, passenger miles, vehicle miles, revenue miles, and revenue hours all declined for JTA's demand response service. Each measure declined by between 33 and 39 percent. This decline in both services provided (revenue miles and revenue hours) and overall ridership (passenger trips and passenger miles) is likely attributable to the COVID-19 pandemic.

JTA is below the peer average for the number of passenger trips, passenger miles, revenue miles, vehicle miles, revenue hours, and average passenger trip length. However, among its peers, PalmTran provides significantly more demand response service than the other peers. Excluding PalmTran, JTA is in line with most peers among these measures. JTA is similar to the peer average in terms of vehicles operated and vehicles available in maximum service but falls below its peers in terms of revenue miles per vehicle in maximum service. This indicates that each of JTA's demand response vehicles operate fewer revenue miles compared to the peer average. The age of JTA's demand response fleet is similar to the peer average; however, JTA is below the peer average in terms of vehicle miles per capita, passenger trips per capita, passenger trips, per vehicles in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour.

JTA's vehicle maintenance expenses, non-vehicle maintenance expenses, general administration expenses, and total operating expenses are higher than the peer average, while JTA's vehicle operations expenses fall below the peer average. Overall, JTA's operating expenses for demand response service are 10 percent higher than the peer average. This is largely driven by the general administration expenses, which are over 60 percent greater than the peer average. JTA's vehicle operation expenses are 11 percent less than the peer average. In terms of revenues, JTA's capital funds related to demand response service are greater than the peer average while the passenger fare revenues are lower than the peer average.

When examining efficiency, JTA is similar to the peer average for operating expense per capita, but most of the measures are below the peer average in terms of operating expense per trip, operating expense per revenue mile, operating expense per revenue hour, vehicle maintenance expenses per revenue hour, and vehicle maintenance expenses per vehicle. The results indicate that compared to peers, JTA demand response service is less financially efficient. However, this may be explained in part because it operates similar service over a larger, less dense service area than many of its peers.

3.5.1.5. Ferry Transit Service

This section presents a peer evaluation and trend analysis of JTA's St. Johns Ferry service. Each of the identified groups of measures is used to evaluate JTA's service over a period of five years to detail JTA service trends in relation to a peer agency: of selected peers for this TDP, HRT is the only agency providing ferry service. All data was sourced from the FTA National Transit Database. **Table 3-36** presents the measures included in this section.

Table 3-36: Ferry Measures

General	Vehicle	Service and service Effectiveness	Expense and Revenue	Efficiency
■ Passenger trips ■ Passenger miles ■ Ferry miles ■ Revenue miles ■ Revenue hours ■ Average passenger trip length	■ Vehicles available in maximum service ■ Vehicles operated in maximum service ■ Revenue miles per vehicles in max.	■ Average age of fleet (in years) ■ Ferry miles per capita ■ Passenger trips per capita ■ Passenger trips per ferries in max. service ■ Passenger trips per revenue mile ■ Passenger trips per revenue hour	■ Operating expenses ■ Ferry maintenance expenses ■ Non-ferry maintenance expenses ■ General administration expenses ■ Capital funds ■ Passenger fare revenue ■ Average fare	■ Operating expense per capita ■ Operating expense per passenger trip ■ Operating expense per revenue mile ■ Operating expense per revenue hour ■ Maintenance expense per revenue hour ■ Maintenance expense per ferry

General Measures

Trend Analysis

Analysis of general characteristics provides an overview of JTA's services as whole. **Table 3-37** shows the number of passenger trips, passenger miles, revenue miles, revenue hours, and average passenger trip length for ferry transit service for fiscal years 2018 through 2022.

Between 2018 and 2022, passenger trips and miles remained stable year to year despite the pandemic. Average passenger trip length also remained stable due to the singular ferry route's fixed distance.

Vehicle miles, revenue miles, and revenue hours all also remained relatively stable over the five-year period, with a slight increase overall to match the ridership recovery from 2021 to 2022. At this point, the JTA ferry transit is almost getting back to pre-pandemic ridership.

Table 3-37: Ferry Transit General Measure Trend Analysis, FY2018 - FY2022

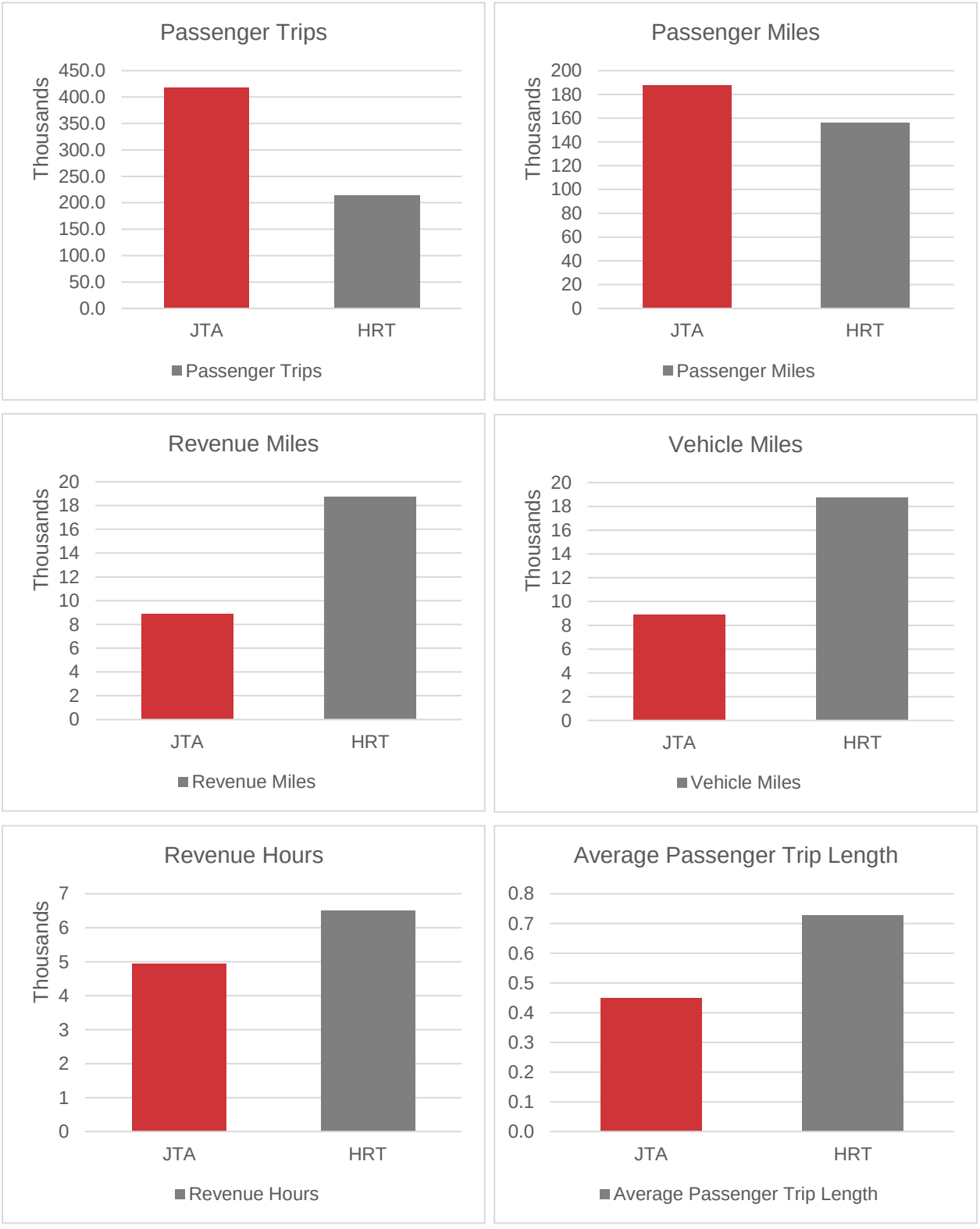
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Passenger Trips	437,999	423,806	406,504	323,746	417,351	**-5%**
Passenger Miles	197,100	190,713	182,927	145,686	187,808	**-5%**
Ferry Miles	8,284	7,736	8,958	6,733	8,891	**7%**
Revenue Miles	8,284	7,736	8,958	6,733	8,891	**7%**
Revenue Hours	4,602	4,298	4,979	3,744	4,943	**7%**
Average Passenger Trip Length	0.5	0.5	0.5	0.5	0.5	**0%**

Peer Comparison

Figure 3-21 compares passenger trips, passenger miles, revenue miles, revenue hours, and average passenger trip length between JTA and HRT, the only peer agency that offers ferry service.

JTA ferry transit serves more passenger trips and passenger miles than HRT, even though JTA provides less service than HRT in terms of revenue miles, vehicle miles, revenue hours. This means that JTA's ferries are fuller than HRT's per vehicle trip, though we did not compare vessel capacities.

Figure 3-21: Ferry Transit General Measure Peer Comparison, FY2022



Ferry Measures

Trend Analysis

Vehicle measures provides insight into the number of vehicles available for service and how those vehicles are utilized. **Table 3-38** lists a number of ferries available in maximum service, ferries operated in maximum service, and revenue miles per ferries in maximum service for JTA's ferry service for fiscal years 2018 through 2022.

There was no change in vehicles available in maximum service or vehicles operated in maximum service, with one vehicle being in operation at any given time. While the number of ferries available and ferries operated did not change between 2018 and 2022, the revenue miles per ferry in maximum service increased slightly over the five-year period; with a single vessel, this increase is the same as the increase in revenue miles described above.

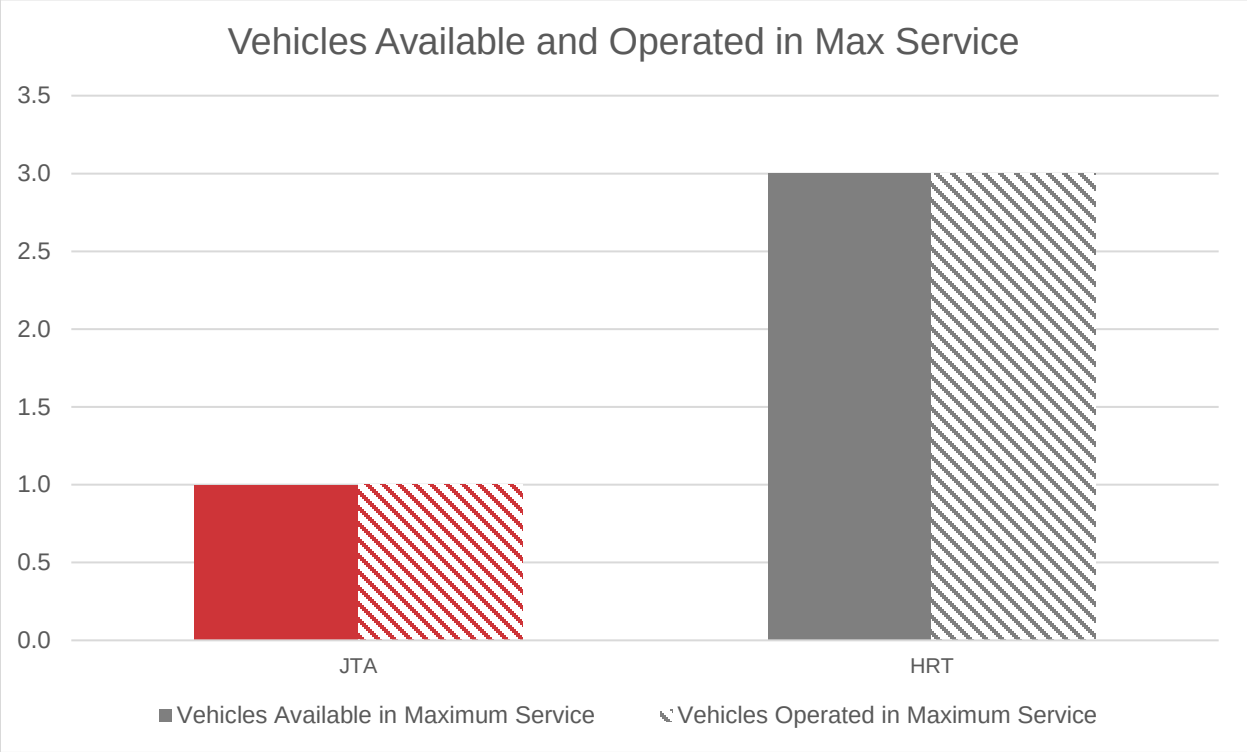
Table 3-38: Ferry Transit Vehicle Measure Trend Analysis, FY2018 - FY2022

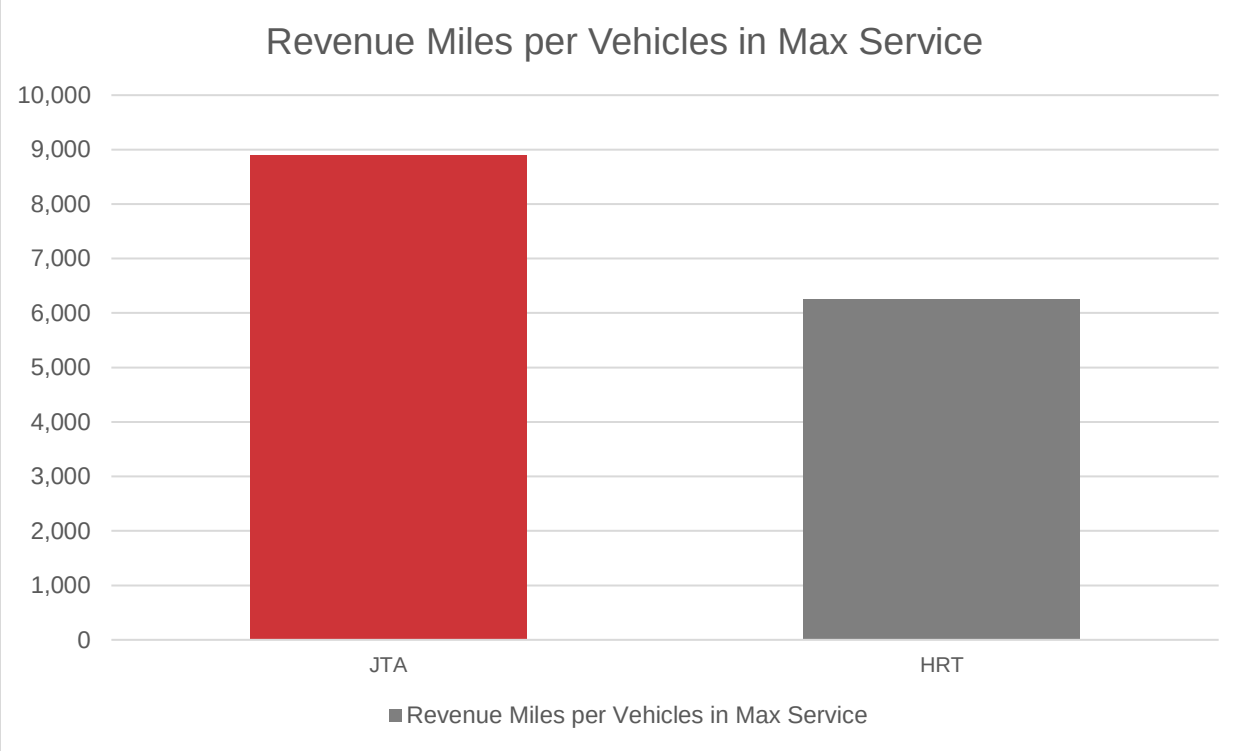
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Vehicles Available in Maximum Service	1	1	1	1	1	**0%**
Vehicles Operated in Maximum Service	1	1	1	1	1	**0%**
Revenue Miles per Vehicle in Maximum Service	8,284	7,736	8,958	6,733	8,891	**7%**

Peer Comparison

Figure 3-22 compares ferries available in maximum service, ferries operated in maximum service, and revenue miles per ferry in maximum service between JTA and HRT. JTA has fewer ferries available and operates fewer ferries in maximum service compared to HRT, and JTA operates more revenue miles per ferry in maximum service than HRT. JTA has only one ferry, while HRT has three which allows them to spread operations among multiple vessels.

Figure 3-22: Ferry Transit Ferry Measures Peer Comparison, FY2022





Service/System Effectiveness Measures

Trend Analysis

Analysis of service and service effectiveness measures provides an overview of the age of the fleet and number of trips offered based on the size of the service area population, the number of ferries operated, and the amount of revenue miles/hours generated. **Table 3-39** lists the average age of fleet (in years), passenger trips per capita, passenger trips per ferries in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour for ferry transit service for fiscal years 2018 through 2022.

Between 2018 and 2022, JTA experienced declines in ferry miles per capita, passenger trips per capita and passenger trips per ferry in maximum service. The average age of the ferry increased by 18 percent (i.e., the single ferry vehicle's age increased one year each year). Since the total revenue miles and hours did not change substantially between 2018 and 2022, the 47 percent decrease in vehicle miles per capita can be attributed to service area population increase. The steady increase in passenger trips per revenue mile and hour suggests that ferry service is becoming more popular.

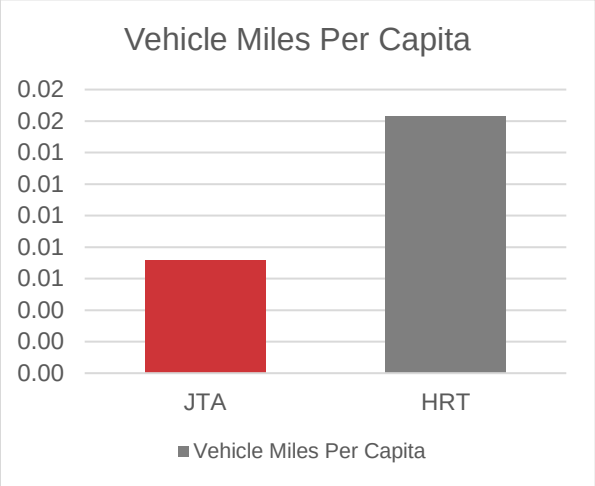
Table 3-39: Ferry Transit Service and service Effectiveness Measure Trend Analysis, FY2018 - FY2022

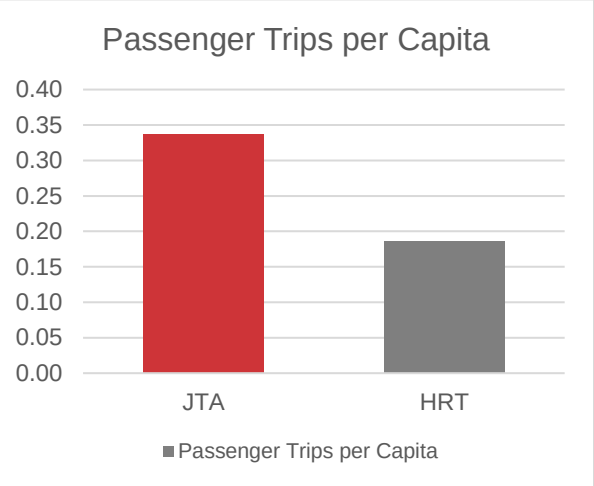
	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Average Age of Fleet (in years)	22	23	24	25	26	**18%**
Ferry Miles Per Capita	4.41	4.61	3.12	2.57	2.33	**-47%**
Passenger Trips per Capita	0.35	0.37	0.24	0.20	0.20	**-43%**
Passenger Trips per Ferrys in Max. Service	437,999	423,806	406,504	323,746	417,351	**-5%**
Passenger Trips per Revenue Mile	0.09	0.09	0.09	0.09	0.10	**6%**
Passenger Trips per Revenue Hour	1.58	1.61	1.56	1.65	1.73	**9%**

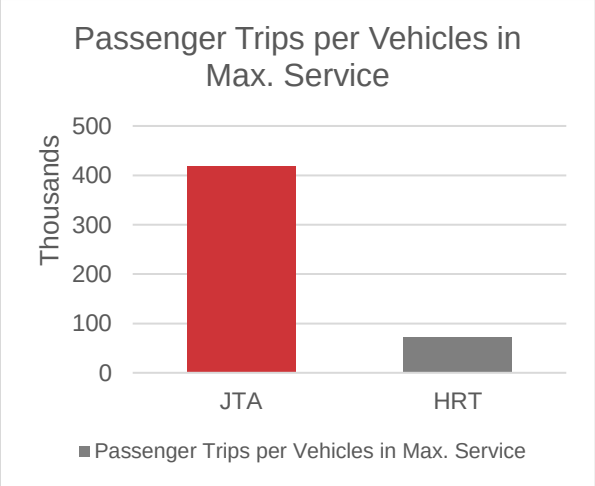
Peer Comparison

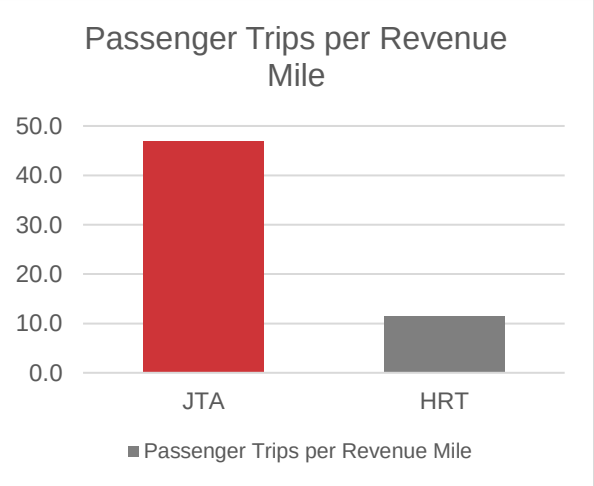
Figure 3-23 compares vehicle miles per capita, passenger trips per capita, passenger trips per vehicles in maximum service, passenger trips per revenue mile, passenger trips per revenue hour, average age of fleet (in years) between JTA and HRT. JTA scores higher than HRT in all categories except for vehicle miles per capita due to the high population. JTA moves more people than HRT despite having a smaller fleet.

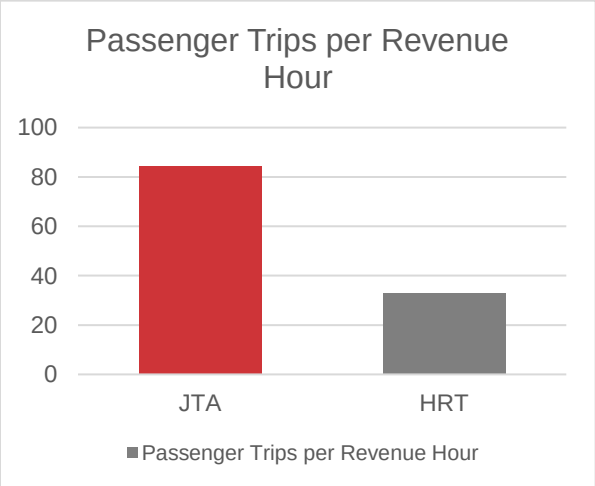
Figure 3-23: Ferry Transit Service and service Effectiveness Measure Peer Comparison, FY2022

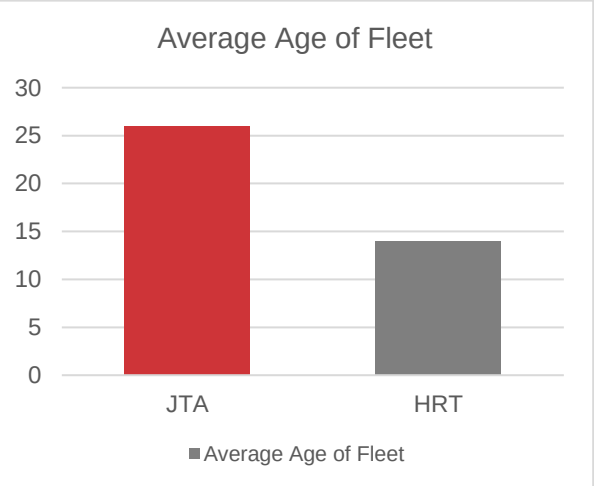












Expense and Revenue Measures

Trend Analysis

The expense and revenue measures provide a picture of JTA's expenses and the revenue generated for ferry service only. **Table 3-40** shows the financial data for ferry transit service. This table shows the amount of JTA's expenses and revenue for fiscal years 2018 through 2022.

Factoring inflation, ferry maintenance expenses and non-ferry maintenance expenses substantially increased. However, looking at the actual value, a less than $400,000 increase between the two is not especially significant to an agency of JTA's size. Capital funds have seen variation year over year likely due to the limited activities of capital investment on the ferry mode, and the limitation of ferry-related capital funds during the pandemic. After two years of free service in fiscal years 2019 and 2020, the passenger fare revenue and average fare values returned to pre-pandemic levels by 2022.

Table 3-40: Ferry Transit Expense and Revenue Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expenses	$2,471,976	$3,086,268	$2,678,076	$2,875,014	$3,162,214	**28%**
Ferry Maintenance Expenses	$99,066	$646,121	$385,450	$321,602	$337,308	**240%**
Non-Ferry Maintenance Expenses	$35,587	$390,919	$175,600	$227,712	$175,862	**394%**
General Administration Expenses	$1,178,718	$1,242,568	$751,015	$908,297	$796,130	**-32%**
Capital Funds	$3,029,895	$1,608,024	$17,000	$6,973,651	$1,292,783	**-57%**
Passenger Fare Revenue	$1,452,129	$1,384,078	$1,442,888	$1,082,338	$1,432,549	**-1%**
Average Fare	$3.32	$0.00	$0.00	$3.34	$3.43	**4%**

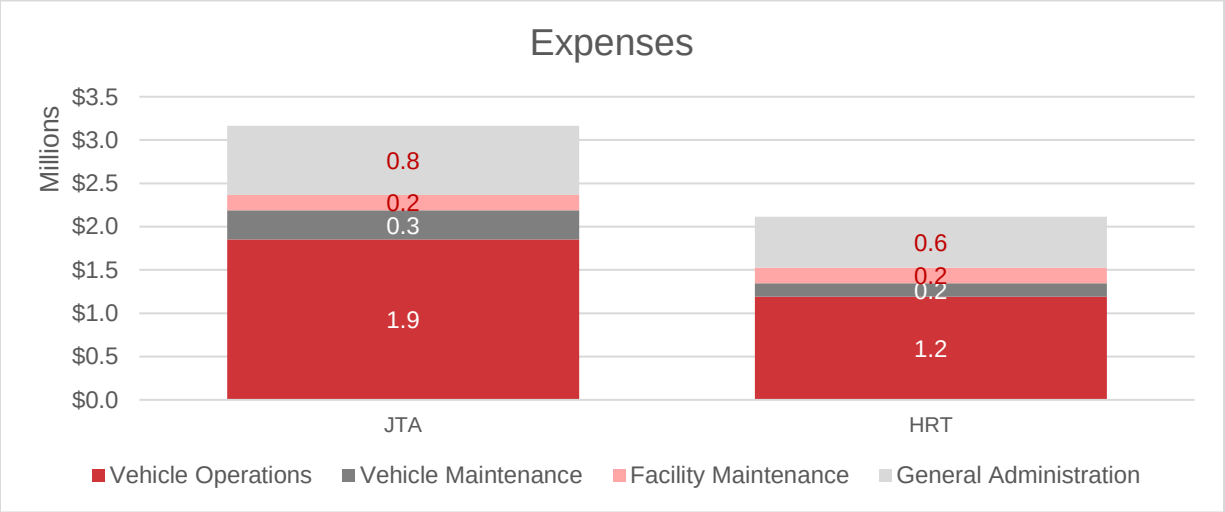
Peer Comparison

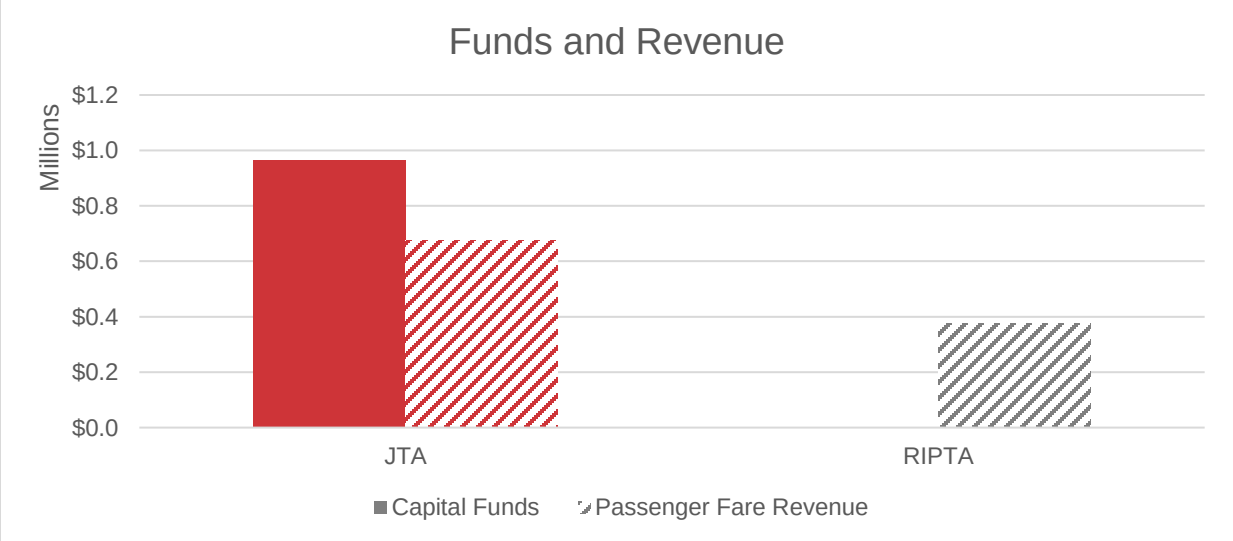
Table 3-41 compares the amount of JTA's expenses and revenue for ferry transit service for fiscal year 2022 in relation to its peer agency. JTA's expenses and revenues are higher than HRT for all measures except ferry maintenance expenses. Specifically, JTA's average vehicle operation expense was less than that of its peer in 2022. JTA's total operating expense is above that of HRT, primarily due to general administration and ferry maintenance expenses. **Figure 3-24** shows this comparison in graph format.

Table 3-41: Ferry Transit Expense and Revenue Peer Comparison, FY2022

	JTA	HRT
Ferry Operations Expense	$1,852,914	$1,192,875
Ferry Maintenance Expenses	$337,308	$152,686
Non-Ferry Maintenance Expenses	$17,5862	$18,1732
General Administration Expenses	$796,130	$587,947
Total Operating Expenses	$3,162,214	$2,115,240
Capital Funds	$1,292,783	$0
Passenger Fare Revenue	$1,432,549	$272,923

Figure 3-24: Ferry Transit Expense and Revenue Measure Peer Comparison, FY2022





Efficiency Measures

Trend Analysis

Efficiency measures indicate how well JTA has allocated its resources to deliver ferry service, as expressed in JTA's operating and maintenance expenses per service area population, trips generated, revenue miles and hours generated, and number of ferries. **Table 3-42** lists the operating expense per capita, operating expense per passenger trip, operating expense per revenue hour, maintenance expense per revenue hour, and maintenance expense per ferry for fiscal years 2018 through 2022.

Before the pandemic in FY 2020, service efficiency measures were declining across all categories, with a small increase likely reflecting inflation. Between 2018 and 2022, JTA's operating expense per capita remained steady. The 69 percent increase of operating expense per passenger trip is primarily due to decreased passenger trips since the pandemic and increased operation costs. However, the absolute value of this increase is less than $2.00, which is not particularly significant given inflation.

Table 3-42: Ferry Transit Service and service Effectiveness Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expense per Capita	$2.34	$2.75	$2.19	$2.32	$2.55	-4%
Operating Expense per Passenger Trip	$5.64	$7.28	$6.59	$8.88	$7.58	69%
Operating Expense Per Revenue Mile	$298.40	$398.95	$298.96	$427.00	$355.66	80%
Operating Expense per Revenue Hour	$537.15	$718.07	$537.87	$767.90	$639.74	84%
Maintenance Expense per Revenue Hour	$21.53	$150.33	$77.42	$85.90	$68.24	17%
Maintenance Expense per Ferry	$99,066	$646,121	$385,450	$321,602	$337,308	-49%

Peer Comparison

Figure 3-25 compares operating expense per capita, operating expense per passenger trip, operating expense per revenue hour, maintenance expense per revenue hour, and maintenance expense per ferry between JTA and its peer agency HRT for each category for fiscal year 2022. JTA and HRT's average for operating expense per capital and per passenger trips are similar, indicating similar service effectiveness. JTA's higher operating expense per revenue mile and hour are primarily due to its shorter route length.

Figure 3-25: Ferry Transit Efficiency Peer Comparison, FY2022



Key Takeaways

Between fiscal years 2018 and 2022, JTA's passenger trips and passenger miles declined slightly (five percent), while ferry miles, revenue miles, and revenue hours increased slightly (seven percent). Compared to other modes, the ridership and level of service on JTA's ferry service was less impacted by the COVID-19 pandemic.

Most performance statistics are affected primarily by the number of ferries JTA operates (1) relative to its peer (3). JTA serves more passengers on its ferry service compared to its peer; however, it operates fewer revenue miles, vehicle miles, and revenue hours. The average passenger trip length is also short for JTA compared to its peer. JTA provides this service with fewer vehicles than its peer and as a result operates more revenue miles per vehicle in service compared to its peer. In terms of service effectiveness, JTA operates more passenger trips per capita, passenger trips per vehicle in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour compared to its peer; however, it operates fewer vehicle miles per capita and has a higher average fleet age than its peer. This means that JTA is providing more trips on a per capita, per revenue mile, and per revenue hour basis compared to its peer, but is providing this service with fewer ferries.

JTA's operating expenses, ferry maintenance expenses, and general administration expenses are higher than its peer, but HRT also earned more passenger fare revenue than its peer. Overall, JTA's ferry operating expenses are approximately 50 percent higher than its peer. This is largely driven by much higher ferry maintenance and general administration expenses, which are 120 percent and 35 percent higher than JTA's peer, respectively. While JTA's expenses are higher, fare revenues offset some of the operating expenses.

When examining efficiency, JTA spends more per capita and per revenue mile/hour than its peer on ferry service operations and maintenance, likely because it is providing more service with fewer ferries. Were it to follow through on plans to purchase an additional ferry, these statistics would align more closely with its peer agency.

3.5.1.6. Skyway Transit Service

This section presents a peer evaluation and trend analysis of JTA's Automated Guideway (Skyway) service. Each of the identified groups of measures is used to evaluate JTA's service over a period of five years to detail JTA service trends. None of the selected peer agencies provide automated guideway (Skyway) service as JTA does, so this report does not report peer comparisons for this mode. All data was sourced from the FTA National Transit Database. **Table 3-43** shows the measures included in this section.

Table 3-43: Skyway Measures

General	Vehicle	Service and service Effectiveness	Expense and Revenue	Efficiency
■ Passenger trips ■ Passenger miles ■ Average passenger trip length ■ Vehicle miles ■ Revenue miles ■ Revenue hours ■ Route miles	■ Vehicles available in maximum service ■ Vehicles operated in maximum service ■ Revenue miles per vehicles in max.	■ Average age of fleet (in years) ■ Vehicle miles per capita ■ Passenger trips per capita ■ Passenger trips per vehicles in max. service ■ Passenger trips per revenue mile ■ Passenger trips per revenue hour	■ Operating expenses ■ Vehicle maintenance expenses ■ Non-vehicle maintenance expenses ■ General administration expenses ■ Capital funds ■ Passenger fare revenue ■ Average fare	■ Operating expense per capita ■ Operating expense per passenger trip ■ Operating expense per revenue mile ■ Operating expense per revenue hour ■ Maintenance expense per revenue hour ■ Maintenance expense per vehicle

General Measures

Analysis of general characteristics provides an overview of JTA's Skyway service and how it has changed. **Table 3-44** includes the number of passenger trips, passenger miles, revenue miles, revenue hours, and average passenger trip length for Skyway service for fiscal years 2018 through 2022.

Between 2018 and 2022, passenger trips and miles have declined by 65 percent. Importantly, while ridership during the hardest period of the COVID-19 pandemic fell sharply between 2019-2020, ridership increased slightly from 2021 to 2022, showing signs of recovery.

Vehicle miles, revenue miles, and revenue hours all declined by about a third between 2018 and 2022. This trend indicates that JTA provided less Skyway service after the pandemic than before, but has provided relatively stable service since the pandemic. There were no track additions over the five-year period and therefore the route miles did not change.

Table 3-44: Automated Guideway (Skyway) Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Passenger Trips	844,267	796,056	384,149	287,809	292,559	**-65%**
Passenger Miles	802,054	660,726	318,844	204,344	277,931	**-65%**
Vehicle Miles	149,547	140,248	84,908	100,037	102,389	**-32%**
Revenue Miles	148,197	138,908	83,953	98,746	98,777	**-33%**
Revenue Hours	14,724	14,413	8,676	10,322	9,146	**-38%**
Average Passenger Trip Length	1.0	0.8	0.8	0.7	0.9	**-<1%**
Route Miles	2.5	2.5	2.5	2.5	2.5	**0%**

Vehicle Measures

Trend Analysis

Vehicle measures provides insight into the number of vehicles available for service and how those vehicles are utilized. **Table 3-45** lists the number of vehicles available in maximum service, vehicles operated in maximum service, and revenue miles per vehicles in maximum service for Skyway service for fiscal years 2018 through 2022.

Between 2018 and 2020, vehicles available in maximum service and vehicles operated in maximum service were stable. These measures then declined from 2021 to 2022, likely due to a vehicle being retired. Revenue miles per vehicle in maximum service declined in 2020-2021 but has recovered.

Table 3-45: Automated Guideway (Skyway) Vehicle Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Vehicles Available in Maximum Service	6	6	6	6	4	**-33%**
Vehicles Operated in Maximum Service	5	5	5	3	3	**-40%**
Revenue Miles per Vehicle in Maximum Service	24,700	23,151	13,992	16,458	24,694	**-<1%**

Service/System Effectiveness Measures

Trend Analysis

Analysis of service and service effectiveness measures provides an overview of the age of the fleet, and number of trips offered based on the size of the service area population, the number of vehicles operated, and the amount of revenue miles/hours generated. **Table 3-46** lists the average age of fleet (in years), passenger trips per capita, passenger trips per vehicles in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour for Skyway service for fiscal years 2018 through 2022.

Between 2018 and 2022, JTA experienced declines across all measures except for average age of fleet, which increased because there were no new vehicles purchased during that time. The 42 percent decrease in vehicle miles per capita and 70 percent decrease of passenger trips per capita can be attributed to both a reduction in service levels during the pandemic and an increase in population within the service area. With the reduction of vehicles in maximum service, passenger trips increased from 2020 to 2022, showing that each vehicle is experiencing more usage. Passenger trips on JTA Skyway services decreased by approximately 65 percent between 2018 and 2022, particularly during the pandemic. This resulted in a decline of service effectiveness measures related to passenger trips, with declines ranging from 40 percent to 70 percent. However, from 2021 to 2022, service effectiveness measures related to passenger trips all increased slightly, indicating a recovery trend.

Table 3-46: Automated Guideway (Skyway) Service and service Effectiveness Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Average Age of Fleet (in years)	19.17	20.17	21.17	22.17	23.17	**21%**
Vehicle Miles per Capita	0.14	0.13	0.07	0.08	0.08	**-42%**
Passenger Trips per Capita	0.80	0.71	0.31	0.23	0.24	**-70%**
Passenger Trips per Vehicles in Max. Service	140,711	132,676	64,025	47,968	73,140	**-48%**
Passenger Trips per Revenue Mile	6	6	5	3	3	**-48%**
Passenger Trips per Revenue Hour	57	55	44	28	32	**-44%**

Expense and Revenue Measures

Trend Analysis

Table 3-47 shows expense and revenue measures, providing a picture of JTA's financial operation for the Skyway service only. Operating expenses overall, and especially vehicle maintenance expenses, increased over the five-year period, while non-vehicle maintenance, general administration, and capital funds decreased.

Accounting for inflation, operating expenses were generally stable, and vehicle maintenance expenses increased substantially from 2020 to 2022. With the decrease of vehicles available, this increased may be due to increased labor and equipment costs. The decrease in non-vehicle maintenance expenses shows that the Skyway's stations and other non-vehicle facilities are operating fairly smoothly. The increase in general administration expenses, which occurred primarily from 2018 to 2019, is likely due to the start of a new contract. There is no passenger fare revenue generated as JTA's Skyway service is free.

Table 3-47: Automated Guideway (Skyway) Expense and Revenue Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expenses	$6,300,390	$7,417,828	$7,498,435	$8,219,590	$7,268,779	**15%**
Vehicle Maintenance Expenses	$2,278,045	$2,295,302	$1,701,521	$2,824,137	$3,155,801	**39%**
Non-Vehicle Maintenance	$1,019,238	$1,019,999	$1,380,739	$1,463,599	$692,512	**-32%**

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Expenses						
General Administration Expenses	$1,469,601	$2,552,693	$2,766,036	$2,778,129	$2,152,672	**46%**
Capital Funds	$1,358,476	$523,151	$2,497,015	$588,901	$513,642	**-62%**
Passenger Fare Revenue	--	--	--	--	--	--
Average Fare	--	--	--	--	--	--

Efficiency Measures

Trend Analysis

Efficiency measures indicate how well JTA is allocating its resources to deliver Skyway service by expressing JTA's operating and maintenance expenses based on the service area population, trips generated, revenue miles and hours generated, and number of vehicles. **Table 3-48** presents the operating expense per capita, operating expense per passenger trip, operating expense per revenue hour, maintenance expense per revenue hour, and maintenance expense per vehicle for Skyway service for fiscal years 2018 through 2022.

Accounting for inflation, all variables increased except for operating expense per capita. The over 200% increase in operating expense per passenger trip is primarily due to decreased passenger trips and increased operating costs since 2020. While most operating expense statistics rose over the five-year period, the annual percentage increases have stabilized or declined recently. However, maintenance expenses have more than doubled.

Table 3-48: Automated Guideway (Skyway) Service and service Effectiveness Measure Trend Analysis, FY2018 - FY2022

	2018	2019	2020	2021	2022	Percentage Change (2018 – 2022)
Operating Expense per Capita	$5.97	$6.61	$6.13	$6.64	$5.87	**-2%**
Operating Expense per Passenger Trip	$7.46	$9.32	$19.52	$28.56	$24.85	**233%**
Operating Expense Per Revenue Mile	$42.51	$53.40	$89.32	$83.24	$73.59	**73%**
Operating Expense per Revenue Hour	$427.90	$514.66	$864.27	$796.32	$794.75	**86%**
Maintenance Expense per Revenue Hour	$154.72	$159.25	$196.12	$273.60	$345.05	**123%**
Maintenance Expense per Vehicle	$379,674	$382,550	$283,587	$470,690	$788,950	**108%**

Key Takeaways

JTA's automated guideway transit service is unique among its peers; none of the selected peers operate a similar mode. As a result, a peer analysis was not conducted for JTA's Skyway service. Between 2018 and 2022, passenger trips, passenger miles, vehicle miles, revenue hours, and average passenger trip length all declined. Passenger trips and passenger miles had the largest decline, 65 percent each, while vehicle miles, revenue hours, and revenue miles declined by 32 to 38 percent. The results indicate that while the level of service on Skyway declined during the analysis period, passenger trips declined more. During the analysis period, the number of vehicles available and operated in maximum service also declined; however, because the vehicles operated in maximum service declined with the reduction in level of service, the revenue miles per vehicles in maximum service remained steady.

The average age of the Skyway fleet increased to 23 years, up from 19 in 2018, in line with JTA having not purchased new rolling stock during this period. Other service and service effectiveness measures also declined over this period. Passenger trips per capita declined by 70 percent, passenger trips per vehicles in maximum service and passenger trips per revenue mile decreased by 48 percent each, passenger trips per revenue hour decreased by 44 percent, and vehicle miles per capita decreased by 42 percent. While JTA did reduce the level of service on the Skyway during the analysis period, ridership declined faster.

While ridership and level of service declined, operating expenses for the Skyway increased by 15 percent between fiscal year 2018 and 2022. Vehicle maintenance expenses also increased by 39 percent; this may be attributable to an aging fleet. All other expenses and revenues declined. Capital funds declined the most during the analysis period (62 percent); non-vehicle maintenance expenses and general administration expenses declined by 32 percent.

The Skyway's operating expense per capita declined slightly between fiscal year 2018 and 2022; however, operating expense per passenger trip, operating expense per revenue mile, operating expense per revenue hour, maintenance expense per revenue hour, and maintenance expense per vehicle all increased by over 70 percent. This indicates that during the analysis period, despite declines in level of service, operating and maintenance expenses increased substantially, even on a per mile and per hour basis. The declines in Skyway ridership between 2018 and 2022 also contributed to a particularly significant increase in operating expense per passenger trip.

3.6. Farebox Report

In 2007, the Florida Legislature added a farebox report summary to the TDP process in House Bill 985. This section addresses JTA's current farebox recovery ratio, reviews previous fare studies and any previous or proposed changes in fares, and explores potential strategies to improve farebox recovery, including enhancements to productivity or performance that could increase the farebox recovery ratio.

The farebox recovery ratio was calculated by dividing the farebox revenue by the operating cost. The fiscal year 2023 (FY2023) revenue and costs for fixed routes were not available and therefore estimated using data from the 2022 JTA OD Survey, January-June 2024 automatic passenger count (APC) data, and fare information for different modes obtained from JTA's website. JTA's farebox recovery ratio for fixed-route buses in fiscal year 2023 (FY 2023) was 6.2 percent, an increase of 3.3 percent from FY 2022's ratio of 6.0 percent. Operating expenses have increased every year for the last five years, while revenues dropped during the pandemic and are slowly beginning to recover. Therefore, over that period (FY 2019 to FY 2023), the farebox recovery ratio has decreased by 46 percent, from 11.5 percent to 6.2 percent, as shown in **Table 3-49**.

Table 3-49: Fixed-Route Bus Fare Revenue and Operating Expenses for Fixed-Route Bus Services (FY2019 - FY2023)

	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY2022-FY2023		FY2019-FY2023	
						Total Change	% Change	Total Change	% Change
Operating Expenses	$84,544,249	$89,934,713	$87,274,867	$97,771,190	$100,242,480	$2,471,290	**2.5%**	$15,698,231	**18.6%**
Fare Revenue	$9,749,678	$8,008,894	$5,632,466	$5,881,152	$6,225,205	$344,053	**5.9%**	-$3,524,473	**-36.1%**
Farebox Recovery	11.5%	8.9%	6.5%	6.0%	6.2%	0.2%	**3.3%**	-5.3%	**-46%**

Source: Results for FY19 to FY22 are based on NTD (2019-2022) data. FY23 results are estimated using NTD 2023 Ridership Data, APC Data Summary from January-June 2024, JTA Fare and Cost Information, and the GTFS feed for calculating revenue hours.

The farebox recovery information available for non-fixed route bus and non-demand services are detailed in **Table 3-50**. Recovery ratios for these services are higher than for fixed route services. This is particularly true of Connexion+ and Clay TD, which are specialized services for individual riders. Clay Flex and Express Select services are more similar to fixed routes but are still specialized services.

Table 3-50: Farebox Recovery Ratio for Non-Fixed Bus Services (2023)

	Ferry	Connexion	Connexion+	Clay TD	Clay Flex
Operating Expenses	$6,210,561	$3,182,763	$4,072,835	$145,544	$492,293
Fare Revenue	$1,012,623	-	$969,194	$32,773	$17,148
Farebox Recovery	16.3%	-	23.8%	22.5%	3.5%
	Skyway*	**ReadiRide**	**Clay Express Select**	**St. Johns Express Select**	**Nassau Express Select**
Operating Expenses	-	$1,397,268	$356,752	$407,688	$114,760
Fare Revenue	-	$55,820	$5,328	$4,158	$4,904
Farebox Recovery	-	4.0%	1.5%	1.0%	4.3%

Source: The revenue and operating expenses for Ferry are obtained from JTA FY23 Financial Statements. The other results are based on JTA historical data.
*The Skyway is free to ride.

Fares for each fixed route were calculated by multiplying different fare types by the proportion of riders using each type and the total ridership of the route. The **Fare Policy** section outlines the various fare types that JTA offers. The proportion of riders using each fare type was estimated from the OD Survey, specifically responses to the questions “How did you pay for this trip?” and “What type of reduced fare do you pay?”. If the sample size was below five for a route, the class average proportions of riders by fare type were used in the calculations. Average ridership for weekdays and weekends used in the revenue calculations was derived from the APC data and aggregated to estimate the annual value. This result matches the NTD FY2023 ridership value.

Operating costs for each fixed route were calculated by multiplying the cost per revenue hour of fixed route ($178 based on 2022 NTD metrics) by the revenue hours for each route. Revenue hours were calculated from the May 2023 GTFS feed and scaled by an adjustment factor (calculated by dividing the FY2022 NTD actual revenue hours by the FY2022 GTFS estimated revenue hours).

3.6.1. Fare Policy

The current fare policy for JTA fixed route, ferry, Skyway, and on-call service is summarized in **Table 3-51**.[6] The fares can be paid with cash using exact change, or with a STAR payment card, which is available for extended or limited use. Fares can also be paid with the MyJTA app, which can be used to purchase single-ride fares, one-day and multi-day passes, ReadiRide fares, St. Johns River Ferry fares, Connexion fares, or Gameday Xpress passes.[7]

Table 3-51: JTA Cash Fares

Fare Type	Price
Regular Fare (including First Coast Flyer)	$1.75
Reduced Fare*	$0.75
Express Route Fare	$2.75
Express Route Reduced Fare*	$2.00
Express Select Fare*	$3.00
ReadiRide Fare	$2.00
Ferry Fare - Pedestrian or Bicyclist	$1.00
Senior Fare* (age 65 and older)	Free
Skyway	Free
Ferry Fare – Vehicle	$7.00 - $14.00

Source: Fares / Passes (jtafla.com)

* Persons with disabilities and Medicare cardholders travel at a reduced fare upon presentation of an ID STAR Card (or other transit system Reduced Fare Card). Seniors aged 65 and older ride free upon presentation of an ID STAR Card.

Fares for Connexion, JTA's paratransit service for eligible ADA and transportation disadvantaged (TD) riders, are listed in **Table 3-52**.[6] These fares must be paid with cash or the MyJTA app. Ten-ride Connexion tickets are also available for purchase.

Table 3-52: JTA Connexion Fares

Fare Type	Price
ADA riders	$3.00
Transportation disadvantaged (TD) riders	$3.50

Source: Connexion (jtafla.com)

A variety of one-day and multi-day passes are also available, with prices shown on **Table 3-53**.[6] Users activate passes on first use and allow unlimited rides for the pass's designated time period. College students enrolled at an accredited college or university at least half-time are provided a semester pass via the JTA mobile app.

[6] Source: https://www.jtafla.com/ride-jta/fares-passes/

[7] Gameday Xpress passes are for shuttle service for special events and are not otherwise included in this analysis.

Table 3-53: JTA Passes

Pass Type	Price
1-Day Pass	$4.50
1-Day Pass (Reduced Fare*)	$1.75
3-Day Pass	$12
7-Day Pass	$20
31-Day Pass	$65
31-Day Pass (Youth** or Reduced Fare*)	$32
* Persons with disabilities and Medicare cardholders travel at a reduced fare upon presentation of an ID STAR Card (or other transit system Reduced Fare Card). Seniors age 65 and older ride free upon presentation of an ID STAR Card or a Florida Driver licens. ** Youth Passes are available for riders age 18 years and under (photo ID may be required for proof of age). Some routes require additional tickets or cash.	

Source: Fares / Passes (jtafla.com)

3.6.2. Current Farebox Recovery Ratio

JTA's farebox recovery ratio for fixed-route buses in fiscal year 2023 (FY 2023) was 6.2 percent, an increase of 3.3 percent from FY 2022's ratio of 6.0 percent. Operating expenses have increased every year for the last five years, while revenues dropped during the pandemic and are slowly beginning to recover. Therefore, over that period (FY 2019 to FY 2023), the farebox recovery ratio has decreased by 46 percent, from 11.5 percent to 6.2 percent, as shown in **Table 3-55.**

The farebox recovery information available for non-fixed route bus and non-demand services are detailed in **Table 3-54**. Recovery ratios for these services are higher than for fixed route services. This is particularly true of Connexion+ and Clay TD, which are specialized for individual riders.

Table 3-54: Farebox Recovery Ratio for Non-Fixed Bus Services (2023)

	Ferry	Connexion	Connexion+	Clay TD	Clay Flex
Operating Expenses	$6,210,561	$3,182,763	$4,072,835	$145,544	$492,293
Fare Revenue	$1,012,623	-	$969,194	$32,773	$17,148
Farebox Recovery	16.3%	-	23.8%	22.5%	3.5%
	Skyway*	**ReadiRide**	**Clay Express Select**	**St. Johns Express Select**	**Nassau Express Select**
Operating Expenses	-	$1,397,268	$356,752	$407,688	$114,760
Fare Revenue	-	$55,820	$5,328	$4,158	$4,904
Farebox Recovery	-	4.0%	1.5%	1.0%	4.3%

Source: The revenue and operating expenses for Ferry are obtained from JTA FY23 Financial Statements. The other results are based on JTA historical data.
*The Skyway is free to ride.

3.6.3. Previous Fare Studies and Changes

JTA has raised fares five times since it began operating bus service in 1971. JTA began a partnership in 2014 with Winn-Dixie and Walgreens to sell STAR Cards and JTA day passes at stores, allowing riders to purchase fare media and reload payment cards at more locations.

The Northeast Florida Regional Transportation Commission conducted a study in 2018 to analyze fare policies and fare media in the region, for the purpose of establishing a universal regional fare concept. The report was completed but the commission sunset before making further progress.

The most recent fare increase occurred in 2019, when fares were increased from $1.50 to $1.75. As part of this fare policy update, JTA began offering discounts to some purchases made through its mobile app. The new fare update also included an Automatic Fare Indexing Policy, which will adjust fares more frequently based on changes to JTA's operating budget, labor costs, and changes in the Consumer Price Index (CPI).

In 2020, JTA partnered with Token Transit to provide more fare payment options to customers in an effort to reduce cash in system. Adoption of the resulting MyJTA app was successful: over 40 percent of all revenue transactions originated within the MyJTA app. In 2022, JTA became the first transit agency to offer Cash App as a direct payment option for underbanked riders.

Table 3-55: Fixed-Route Bus Fare Revenue and Operating Expenses for Fixed-Route Bus Services (FY2019 - FY2023)

	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY2022-FY2023		FY2019-FY2023	
						Total Change	% Change	Total Change	% Change
Operating Expenses	$84,544,249	$89,934,713	$87,274,867	$97,771,190	$100,242,480	$2,471,290	**2.5%**	$15,698,231	**18.6%**
Fare Revenue	$9,749,678	$8,008,894	$5,632,466	$5,881,152	$6,225,205	$344,053	**5.9%**	-$3,524,473	**-36.1%**
Farebox Recovery	11.5%	8.9%	6.5%	6.0%	6.2%	0.2%	**3.3%**	-5.3%	**-46%**

Source: Results for FY19 to FY22 are based on NTD (2019-2022) data. FY23 results are estimated using NTD 2023 Ridership Data, APC Data Summary from January-June 2024, JTA Fare and Cost Information, and the GTFS feed for calculating revenue hours.

3.6.4. Summary of Proposed Changes Within TDP Horizon

Beginning on May 1, 2024, two new JTA fare policies went into effect.

First, the MyJTA app now charges riders the "best fare", which is generally known as fare capping: MyJTA users will receive a refund after meeting the fare equivalent of a one-day, three-day, or monthly pass. For example, a rider who activated multiple single-day passes would receive a refund for the difference in cost of a multi-day pass. This policy will ensure that riders do not pay more than $65.00 over the course of 31 days. The second policy enacted allows riders aged 65 and older to ride JTA fixed-route buses for free by showing their Florida driver's license or identification with their JTA Senior STAR card. Only Florida state identification will be accepted as part of this policy.

In 2024, JTA is in the process of completing a transit study update for Nassau County. The plan will evaluate existing conditions for the transportation system, land use, population and employment projections, equity considerations, and travel patterns in Nassau County.

3.6.5. Potential Strategies to Improve the Ratio

The JTA should consider the following strategies to improve its farebox recovery ratio:

- Implement recommendations from the Northeast Florida Regional Fare Study: These strategies will help facilitate coordination of fare collection and provide more convenient regional trips for passengers. The major recommendations of the study are to:
  - Implement a governance structure and agree to develop a regional fare, cost-sharing framework, and associated technologies.
  - Develop a cost-sharing model to identify the costs of current services that are associated with each county served, reflecting that a passenger may begin a trip in a home county and end a trip in a non-home county.
  - Coordinate fare policies to ensure fares are equitable and established in a consistent manner, even if not all fares are the same rate.
- Implement recommendations from the Long-Term System Concept for fixed-route services: These recommendations focus on service optimization, providing high-frequency service along the busiest corridors and necessary coverage in transit-dependent neighborhoods.
- Provide free or discounted transfers between services: Jacksonville is the largest city by area in the United States; free transfers could engage a broader base of riders by connecting customers to more activity centers in the region. If implemented, the base fare for JTA services should be revisited to ensure agency revenues remain stable or increase.
- Monitor ridership impacts following implementation of any future fare modifications.
- Continue Pass Partners program: Continue efforts with partners to offer less expensive fare media, such as paper QR codes and reduced dependence on STAR card and tickets.
- Continue Business Development efforts to encourage the use of electronic distribution of passes, reducing the cost associated with traditional fare media.
- Continue partnering with local universities: Continue to foster relationships with local educational entities to encourage more college students to register for the free college pass.
- Continue partnering with private transit service providers: This effort will help keep operating costs efficient while expanding the transit coverage area and attracting new riders.
- Reduce maintenance cost by decreasing the number of Ticket Vending Machines in service based on customer demand. The addition of the MyJTA app and post-pandemic attitudes about using a mobile phone for payment transactions have driven demand for standalone ticket vending machines down significantly.

4. PUBLIC INVOLVEMENT

4.1. Introduction

The success of any recommended improvements to a public transportation system depends on proactive public outreach that not only seeks input on the service proposals but also informs the public and earns their buy-in. Throughout the TDP project, JTA was committed to conducting a public involvement program that focused on soliciting community interaction and incorporated into the final plan a consideration of community opinions.

While technical specialists can gain a strong understanding of the needs and desires of a community, it is imperative that the affected community review alternatives presented and express their preferences. The positive value of an inclusive public involvement effort results in conclusions and recommendations that conform to community desires and therefore result in public support for a project's conclusions.

Jacksonville is one of the largest cities in the United States, making it very hard to reach out to the public with face-to-face meetings. It is difficult to obtain feedback on a project with the scope of a TDP, since the effort is systemwide, containing many recommendations that impact the entire region, as opposed to projects that are smaller in scale and limited to a specific geographical location.

Therefore, JTA decided to engage the public through the city's existing Citizens Planning Advisory Committee (CPAC) outreach program meetings. Jacksonville's more than 200 neighborhoods are divided into six planning districts, each with a CPAC. The primary purpose of the CPACs is to maintain open and effective communication between Jacksonville residents, businesses, neighborhoods, community organizations, educational institutions, and city government. JTA met with each of the CPACs and circulated a digital survey-like feedback collection instrument so that the CPACs could provide specific input on each individual route recommendation.

JTA also coordinated and presented recommendations to the North Florida Transportation Planning Organization (TPO) board at various points throughout this process to engage them. The TPO represents the larger region around Jacksonville, and coordination with them has ensured that JTA's proposed activities through the TDP will support and synergize with those of the TPO and member jurisdictions, all in pursuit of a more prosperous region.

4.2. Public Involvement Plan

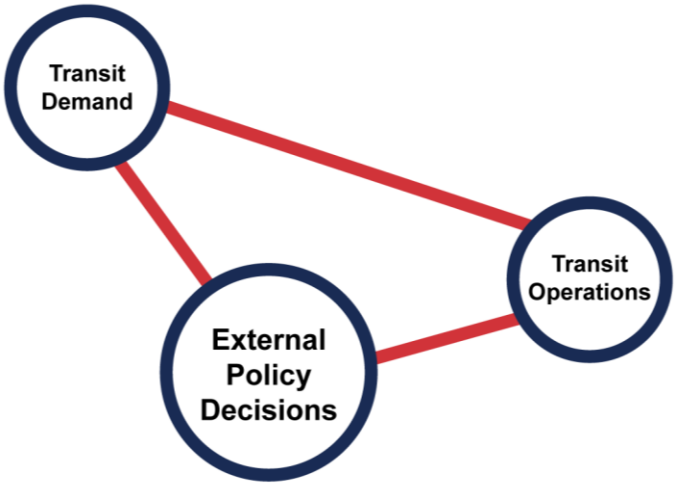
Public involvement is critical to successfully developing transit service, and therefore it is also critical to developing a TDP. At the beginning of the TDP major update process, JTA and the project team developed a public involvement plan (PIP), which can be found in **Appendix A: Public Involvement Plan**. The PIP plan was developed in close coordination with JTA and submitted by JTA to FDOT for review. No comments on the PIP process were received.

The TDP outreach process followed outreach guidelines approved by the Florida Department of Transportation (FDOT) and the local TPO's Public Involvement Plan (PIP), which are approved processes by both the Federal Transit Administration (FTA) and the Federal Highway Administration (FHWA).

5. SITUATIONAL APPRAISAL

5.1. Introduction

This section compiles and analyzes various plans, policies, and governmental actions that impact transit services in the JTA service area beyond land use and those controlled by JTA, including those related to technology advancements, Transportation Network Companies (TNCs), microtransit, shared economy services, land use plans, and state and local transportation plans. We assess these factors to understand their influence on the efficient provision of transit services by the JTA.



Considering various factors impacting transit systems is crucial for effective transit planning and operation. Transit systems do not operate in isolation; they are intertwined with the communities they serve and influenced by many factors. External policy decisions all play significant roles in shaping the demand for and the functionality of transit services. By thoroughly considering these factors, transit agencies can better understand the needs and preferences of their ridership, optimize service routes and schedules, allocate resources efficiently, and ultimately enhance the overall effectiveness and sustainability of transit systems.

5.2. Transportation Plans and Policies

Plans reviewed for this TDP major update included state, regional and local plans. The analysis of impacts was guided by JTA's five core values: team excellence, equity, affordability, collaboration, and agile innovation. Consideration of these focus areas allows for the identification of potential key initiatives that relate to JTA's mission and core values.

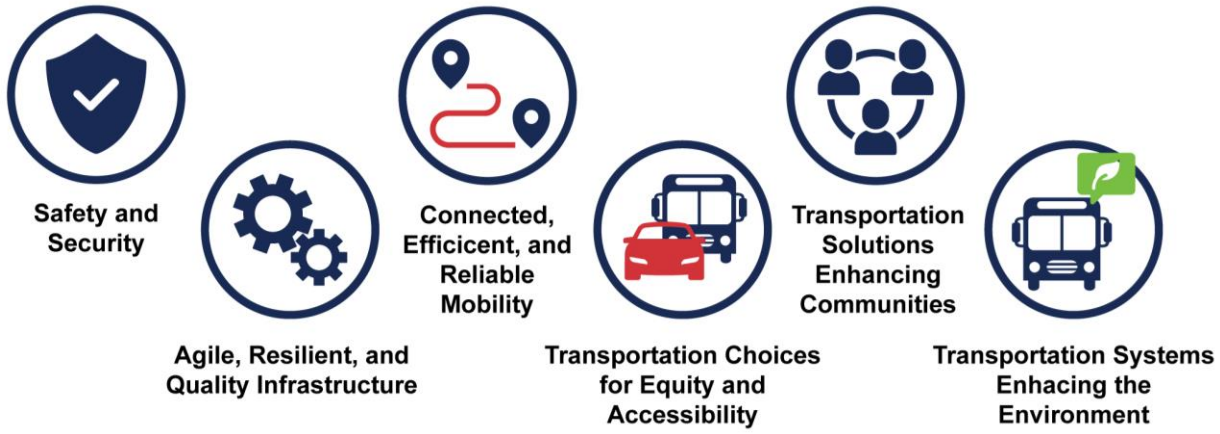
5.2.1. State Transportation Plans

5.2.1.1. 2045 Florida Transportation Plan

The latest Florida Transportation Plan (FTP) was adopted in May 2020, and was developed to address changing societal values, preferences, new technologies and shifts in transportation demand occurring in Florida. This plan aims to help Florida achieve an overarching, long-term vision for transportation. The current FTP contains four elements:

- Vision
- Policy
- Performance
- Implementation

The goals outlined in the FTP articulate a comprehensive vision for the state's transportation system, encompassing safety, infrastructure resilience, mobility, equity, economic vitality, community, enhancement, and environmental sustainability:



- **Safety and security**: Achieve zero fatalities and serious injuries related to transportation, prioritizing safety across all modes of travel.
- **Agile, Resilient, and Quality Infrastructure:** Infrastructure will be adaptable to evolving needs, resilient to risks such as extreme weather events, and inclusive of technological advancements beyond traditional elements like roads and bridges.
- **Connected, Efficient and Reliable Mobility:** Emphasizing reliable travel times, efficient responses to disruptions, and seamless mobility options for both people and freight, ensuring connectivity within and beyond Florida's borders.
- **Transportation Choices for Equity and Accessibility:** Providing diverse transportation options accessible to all Floridians, promoting safe, affordable and convenient travel regardless of age or ability.
- **Transportation Solutions Enhancing Communities:** Strengthening communities of all sizes by reflecting local values and preferences, supporting quality places, and fostering inclusivity and accessibility.
- **Transportation Systems Enhancing the Environment:** Prioritizing sustainability by conserving resources, reducing emissions, mitigating impacts, and proactively enhancing natural systems for future generations.

These goals are interconnected and reinforce each other, guiding the development of a transportation system that is robust, resilient, and responsive to Florida's diverse needs. The FTP aims to achieve progress across all goals to ensure a vision of a transportation system that enhances safety, mobility, equity, economic vitality, community well-being, and environmental sustainability statewide.

It is important to note that the next FTP plan cycle was beginning its 5-year update process while this plan was being developed.

5.2.1.2. 2022 Florida Strategic Intermodal System Policy Plan

The Strategic Intermodal System (SIS) Policy Plan, initiated almost two decades ago, serves as a cornerstone in Florida's transportation framework, prioritizing a network of vital transportation facilities crucial for the state's economic prosperity. Comprising airports, seaports, rail corridors, and highways, the SIS facilitates the movement of people and goods, accounting for a significant portion of Florida's transportation activity. With a cumulative investment exceeding $13 billion, the Florida Department of Transportation (FDOT) has bolstered the SIS's role in fostering interregional connectivity, intermodal

integration, and economic development. As Florida's economy evolves into a global hub, this policy plan update reaffirms the SIS's objectives while introducing strategic enhancements in three key policy areas:

- **Interregional Connectivity**: Efficiency and reliability of multimodal transportation connectivity among Florida's regions and between Florida and other states and countries.
- **Intermodal Connectivity:** Expand transportation choices and integrate modes for interregional and regional trips.
- **Economic Development:** Provide transportation systems to support statewide and regional economic development.



The SIS Policy Plan also reaffirms the statutory intent and objectives of the SIS, while at the same time homing in on three cross-cutting policy areas - redefining capacity, increasing flexibility in how the SIS is implemented, and improving the balance between statewide and regional needs and priorities. To support their three major policy areas, the policy plan also identifies implementation strategies related to five focus areas:

- Safety
- Resilience
- Technology and Innovation
- Urban Mobility and Connectivity
- Rural Mobility and Connectivity

By prioritizing key policy areas such as redefining capacity and increasing implementation flexibility, the plan aims to address emerging challenges and opportunities in Florida's transportation landscape. Additionally, by identifying focus areas and strategies the plan underscores the state's commitment to ensuring a safe, efficient, and sustainable transportation network for current and future generations. Through these concerted efforts, the SIS Policy Plan seeks to position Florida as a leader in transportation innovation and resilience, driving continued success across the state.

5.2.1.3. FDOT Transit Asset Management Plan (2022)

The FDOT Transit Asset Management Plan details the state of each Florida transportation agency's vehicles. The Plan's objective is to detail each agency's transit assets and the total cost to replace each asset. The Plan is intended to be used as a decision support tool for updating transit assets.

5.2.2. Regional Transportation Plans

5.2.2.1. North Florida TPO Long Range Transportation Plan (LRTP)

The North Florida Transportation Planning Organization (TPO) is a federally mandated agency responsible for setting policy on local transportation issues, providing a forum for a coordinated, comprehensive, and continuous planning process for all transportation-related issues within the region and determining how to prioritize State and Federal Transportation dollars within the region.

Since the last TDP major update, the North Florida TPO adopted the 2050 LRTP for the region, called "Path Forward 2050." The TPO is required to update this plan every five years, meaning that the 2050 LRTP is currently in progress. The LRTP includes a project list to address road, transit, freight, bike, and pedestrian needs within the region. The LRTP contains identified multi-modal transportation priorities for

improvements over the next 20 years, which consider new growth trends, developments, and technologies. Several goals guided the selection of the TPO's currently adopted list of transportation projects that include an increased focus on public transportation services for the region. These goals were developed for the 2050 LRTP:

- Invest in projects that enhance economic competitiveness
- Invest in livable and sustainable communities
- Encourage safe and secure travel
- Enhance mobility and accessibility
- Enhance equity in decision making
- Preserve and maintain our existing system
- Create reliable and resilient multimodal infrastructure
- Enhance tourism transport management
- Ensure North Florida is ready for connected and autonomous vehicles and internet of things (IOT) technologies that support transportation

Many of these goals support and promote transit services, and transit services also support these goals. The Cost Feasible Plan of the 2050 LRTP includes transit capacity projects totaling approximate $123 million in capital projects and $235 million in operations and maintenance funding. Project types include bus rapid transit (BRT), commuter rail, ferry slip replacement, streetcar, regional transportation center improvements, and park and ride lots.

5.2.2.2. North Florida TPO Transportation Improvement Program (2023)

The North Florida TPO Transportation Improvement Program details North Florida transit agencies' projects from FY 2024/25 through FY 2028/29. The objective of the Plan is to outline sources of funding and their funding allocations over this horizon.

5.2.3. JTA Plans and Policies

5.2.3.1. TDP Major Update (FY 2019)

The 2019 TDP evaluated JTA's existing transit system and service area, the demand for transit, and mobility needs. The TDP also describes the organization's mission, values, goals, and objectives, and compares JTA to peer organizations. This TDP included analysis of Clay County and Nassau County, as JTA began operating bus service and paratransit service to these counties in 2019. The goals for the 2019 TDP were:

- **Safety and Security**: Ensure safety and security throughout the transportation system and in the Authority work environment.
- **Employee Success**: Strengthen workforce through professional development opportunities that enhance knowledge, skills, and leadership abilities.
- **Customer Satisfaction**: Deliver a superior and reliable customer experience.
- **Financial Stability**: Ensure long-term financial sustainability.
- **Organizational Efficiency and Effectiveness**: Attain the highest level of agency performance.
- **Sustainability**: Advance transportation solutions that support environmental goals and are mindful of the context of our community.
- **Transformative Mobility Solutions**: Deliver innovative transportation choice providing accessible mobility throughout the community.

5.2.3.2. Five Year Strategic Plan: Mobility Optimization Through Vision and Excellence (MOVE2027) FY 2023-2027

JTA's MOVE2027 comprehensive transportation initiative aims to transform and modernize Jacksonville's transportation system by the year 2027. The plan encompasses various projects and initiatives designed to enhance mobility, accessibility, and sustainability throughout the city and surrounding areas.

Figure 5-1: MOVE2027 Strategic Initiatives



Key components of the MOVE2027 plan include:

- **Public Transit Expansion:** The plan focuses on expanding and improving public transit services, including bus rapid transit (BRT) lines, enhanced bus routes, and transit hubs to improve connectivity and accessibility for residents and visitors.
- **Infrastructure Upgrades:** MOVE2027 includes significant investments in infrastructure upgrades, such as road improvements, bridge repairs, and traffic management systems, to enhance the efficiency and safety of the transportation network.
- **Technology Integration:** The plan leverages cutting-edge technology solutions to optimize transportation operations and enhance the overall user experience. This may include the implementation of smart traffic signals, real-time transit tracking systems, and mobile applications to improve trip planning and navigation.
- **Multi-Modal Connectivity:** MOVE2027 emphasizes multi-modal transportation options, including walking, cycling, and micro-mobility solutions, to provide residents with diverse and convenient transportation choices while reducing congestion and emissions.
- **Community Engagement:** The plan incorporates extensive community engagement efforts to ensure that transportation investments align with the needs and priorities of Jacksonville's diverse population. Stakeholder input and feedback are integral to shaping the implementation of MOVE2027 initiatives.

The MOVE2027 plan represents a forward-thinking approach to transportation planning and development, aiming to create a more connected, sustainable, and equitable transportation system for the Jacksonville region. Through strategic investments and collaboration with stakeholders, JTA seeks to improve quality of life, spur economic growth, and enhance the overall livability of the community.

Creating Safe Spaces Action Plan

Creating Safe Spaces is a transit-focused Vision Zero initiative aimed at eliminating traffic-related fatalities and serious injuries near JTA assets—including facilities, bus stops, and park-n-ride lots—throughout JTA's service area. This initiative emphasizes safety improvements, community engagement, and data-driven strategies to create safer environments for all road users. The plan utilizes comprehensive safety analysis to identify high-crash locations across JTA assets, which are categorized into four safety lists: Pedestrian, Bicycle, Vehicle, and Motorcycle. Through collaborative efforts with the City of Jacksonville and other stakeholders, the CSSAP emphasizes data-driven decision-making and community engagement to improve transportation safety. Key activities include the Joint Vision Zero Task Force Kickoff Meeting, public surveys, and ongoing outreach initiatives. The plan outlines targeted safety improvements, infrastructure enhancements, and policy recommendations to create safer, more accessible transportation environments.



2024 Northeast Florida Coordinated Mobility Plan

The Northeast Florida Coordinated Mobility Plan is a regional initiative led by the Jacksonville Transportation Authority (JTA) in collaboration with regional partners and transit service providers across Duval, Baker, Clay, St. Johns, Nassau, and Putnam counties. This plan serves as a roadmap for transportation providers, human service agencies, and other organizations to enhance mobility throughout the region. It focuses on identifying and addressing the transportation needs of individuals with disabilities, older adults, and low-income populations, proposing strategies to bridge mobility gaps and improve transportation services. As the population of Northeast Florida continues to expand, the plan's emphasis on improving regional cooperation, safety, and service accessibility is essential for sustaining long-term growth.

Capital Improvement Plan

The JTA's Capital Improvement Program (CIP) is a comprehensive, multi-year plan that outlines investments in critical infrastructure to enhance the region's mobility, safety, and transit accessibility. Aligned with the agency's long-term strategic goals, the CIP focuses on modernizing public transportation through projects that improve bus stops, expand transit corridors, and incorporate advanced technology. Key initiatives include the Ultimate Urban Circulator (U^2C) project, which advances autonomous vehicle technology, and the MobilityWorks 2.0 Program, aimed at improving pedestrian infrastructure and enhancing bus stops with shelters, lighting, and real-time information displays. The CIP also prioritizes Complete Streets projects to ensure safer, more accessible roadways for all users. The program supports the planning, design, and construction of capital projects that foster sustainable growth, increase regional connectivity, and improve the overall customer experience.

Ultimate Urban Circulator Program

JTA's Ultimate Urban Circulator (U^2C) Program is meant to expand mobility in downtown Jacksonville. The U^2C represents a new era for the Automated Skyway Express (Skyway), which currently operates throughout downtown Jacksonville as an elevated guideway system. The U^2C system is meant to advance the existing system using the existing Skyway assets and advancing technologies. The future U^2C will use autonomous vehicles that will operate on the current elevated guideway that the Skyway uses, with the future potential to operate at the street level. Additionally, the proposed U^2C System Plan shows new connections beyond where the existing Skyway Route/Stations are located today. The Bay Street Innovation Corridor has received funding from the U.S. Department of Transportation Better

Utilizing Investments to Leverage Development (BUILD) grant program to construct an extension to the Skyway in Downtown using autonomous transit service. This U²C system will revolutionize transit in the Jacksonville area for current and future users. The Bay Street Innovation Corridor is scheduled to launch in June 2025.

2022 Transit Asset Management Plan

The purpose of the Jacksonville Transportation Authority's (JTA) 2022 Transit Asset Management (TAM) Plan is to ensure the efficient, safe, and cost-effective management of the agency's extensive and valuable capital assets. These assets, including buildings, rolling stock, equipment, and infrastructure, are crucial for delivering reliable transportation services to the public. The TAM Plan aligns with federal regulations and the JTA's MOVE2027 strategic plan, providing a structured approach to asset management. This plan helps the JTA manage risks, enhance performance, and ensure the long-term sustainability of its services. By outlining procedures for asset maintenance, replacement, and lifecycle management, the TAM Plan aims to keep the JTA's assets in a State of Good Repair (SGR), thereby supporting the agency's mission and strategic goals.

The general outcomes of the TAM Plan include detailed documentation of JTA's current asset inventory and their SGR status, identification of future capital needs, and the establishment of funding requirements to maintain asset performance over the next 30 years. The plan reveals a significant backlog in maintenance needs, currently valued at $31.1 million, and projects a total SGR need of $1.95 billion over three decades. To address this, the TAM Plan includes strategic recommendations and implementation actions to improve asset efficiency, extend useful life, and optimize available funding. This comprehensive approach not only targets the reduction of the existing maintenance backlog but also aims to manage future asset needs proactively, ensuring that JTA can continue to provide safe and reliable transportation services while meeting federal and strategic objectives.

NFTPO 2022 Annual Mobility Report

The 2022 Annual Mobility Report provides an in-depth look at the mobility trends and conditions in North Florida, focusing on Clay, Duval, Nassau, and St. Johns counties. This report is a key resource for planners and engineers, helping them prioritize resources more effectively as part of the North Florida Transportation Planning Organization's (TPO) Congestion Management Process. The data presented in the report supports evidence-based decisions for investing in mobility in the region.

The report covers a range of topics essential for understanding mobility trends, including people, economy, safety, quantity, quality, utilization, access, operations, system preservation, and economic impacts. These measures were established in the North Florida TPO's Congestion Management Process, the 2045 Path Forward Long-Range Transportation Plan, initiatives to provide mobility to underserved communities, and measures adopted by the Federal Highway Administration (FHWA) for metropolitan planning under the Moving Ahead for Progress in the 21st Century Act (MAP-21). These planning requirements were continued in the Infrastructure Investment and Jobs Act of 2021, also known as the Bipartisan Infrastructure Law (BIL).

The 2022 Annual Mobility Report is based on regional trends from 2016 to 2020, with data from 2021 included when available. The COVID-19 pandemic, which began in 2020, has significantly impacted population growth and travel behavior, influencing mobility in ways that may extend beyond 2023.

5.2.4. Duval County Transportation Plans

5.2.4.1. City of Jacksonville 2045 Comprehensive Plan

The City of Jacksonville's 2045 Comprehensive Plan determines the City's short- and long-term goals directing programs and policies that guide growth and development. The Comprehensive Plan is composed of 11 elements. Of these, the most relevant to this TDP major update are the Future Land Use Element and the Transportation Element.

Future Land Use Element

This comprehensive plan element articulates a policy of balanced growth, prioritizing compact land use patterns and minimizing sprawl. This policy and its listed objectives foster transit-supportive land uses and will therefore enable JTA to plan for more convenient transit service throughout the region. Supportive objectives include:

- Encouraging compact land use patterns and discouraging urban sprawl (Objective 1.1)
- Improving coordination between transportation and land use planning to optimize transportation system capacity and facilitate access to emploeyment and services (Objective 1.3)
- Encouraging infill development in areas already served by public infrastructure (Objective 1.6)
- Promoting complementary, mixed land uses (Objective 2.10)
- Promoting the viability of existing and emerging commercial and industrial areas (Objective 3.2)
- Encouraging new developments to adhere to compact and connected growth pattern with diverse land uses (Objective 3.4)
- Creating a Transit-Oriented Development (TOD) Master Plan and susqequent TOD Zoning Overlay, in conjunction with JTA (Objective 3.5)

The future land use element also contains objectives which, depending on implementation specifics, may hinder the stated goals of compact, and therefore transit-supportive, land use and development. These objectives include: Restricting non-residential development in areas zoned for single-family residences (Objective 3.1)

Transportation Element

This comprehensive plan element articulates policies of optimizing existing roadway capacity and promoting mobility. This element's objectives support JTA's planning and implementation activities and promote multi-modal infrastructure that improves access to transit, notably bicycle and pedestrian facilities and a rail system plan. This element therefore enables JTA to plan for more convenient transit service throughout the region. Supportive objectives include:

- Maintaining the central business district (CBD) for purposes of downtown revitalization, including marketing and public education promoting the availability and benefits of transit (Objective 1.5)
- Planning for future multi-modal transportaion needs, includuing supporting JTA's efforts to expand premium transit service (Objective 2.4)
- Supporting complete streets (Objective 2.5)
- Supporting the establishment and maintenance of pedestrian and bicycle facilities along all roadways (Objective 4.1)
- JTA's evaluation of bus routes through its Annual Route Performance Report (Objective 6.1)

- JTA's establishment of multi-modal transit corridors for premium transit, identification of future commuter rail, autonomous vehicles, dedicated high frequency lanes, and TOD sites (Objective 6.2)
- JTA's provision of timely, efficient transit service to disadvantaged and transit-dependent populations (Objective 6.3)
- JTA's provision and improvement of transit as a viable commuting alternative (Objective 6.4)
- JTA's efforts to ensure sustainable transportation is available throughout the City of Jacksonville (Objective 6.5)
- Supporting the development of a comprehensive rail system plan (Objective 9.1)
- Considering intermodal connectivity when creating roadway designs (Objective 10.1)
- Educating the general public about the benefits of non-driving transportation modes (Objective 10.2)
- Promoting plans and activities that support multimodal transportation corridors (Objective 10.3)
- Promoting a comphensive transportation planning process (Objective 10.4)
- Supporting the expansion of exisitng transportation systems to accommodate emerging technologies in intermodal movement of passengers and goods (Objective 10.6)

The Transportation Element also contains objectives which, depending on implementation specifics, may either hinder transit performance or promote increased driving at the expensive of transit. These objectives include: Considering new through-lanes to increase vehicular capacity (Objective 2.2)

5.2.5. Clay County Transportation Plans

5.2.5.1. Clay County 2040 Comprehensive Plan

Nassau County's 2040 Comprehensive Plan establishes the County's policies and priorities for future growth. The Comprehensive Plan is composed of 14 elements, each of which are periodically amended, making the Comprehensive Plan a "living" document. Of the elements, the most relevant to this TDP major update are the Future Land Use Element and the Transportation Element.

Future Land Use Element (Last Amended 2024)

This comprehensive plan element establishes the County's policy for guiding the location, timing, density, and intensity of land development. This policy and its listed objectives foster transit-supportive land uses and will therefore enable JTA to plan for more convenient transit service throughout the region. Supportive objectives include:

- Directing urban growth to areas where public facilities and services are already present or anticipated (FLU Objective 1.5)
- Encouraging land use patterns that promote walking, biking, and transit (FLU Objective 1.7)

Transportation Element (Last Amended 2021)

This comprehensive plan element articulates the County's policy for providing a safe, efficient transportation system. This element's objectives support JTA's planning and implementation activities and promote multi-modal infrastructure that improves access to transit, notably bicycle and pedestrian facilities and a rail system plan. This element therefore enables JTA to plan for more convenient transit service throughout the region. Supportive objectives include:

- Establishing a multi-modal transportation system to facilitate safe, convenient non-motorized travel, particularly for pedestrians and bicyclists (TRA Objective 1.9)
- Implementing physical street design measures to increase safety, promote increased transit use, and encourage transit-oriented developments (TRA Objective 1.10)

- Supporting use of commuter and fixed-route bus services and participating in efforts to expand these services (TRA Objective 1.14)
- Seeking opportunities to impelementing vehicle miles traveled reduction strategies (TRA Objective 6.1)

5.2.5.2. Clay County Transit Study (July 2023)

The Clay County Transit Study is an extensive review and update of the county's transit services, conducted in response to the rapid growth and changing mobility needs of the community. Initiated by JTA and Clay County, the study aims to ensure that the transit system is effectively meeting the transportation needs of residents. The study involves a comprehensive operational analysis (COA), community input, and a detailed assessment of current transit routes and services. Its primary goal is to develop a system-wide vision for the transit service, providing short- and mid-range recommendations and an actionable implementation plan.

The findings from the Clay County Transit Study highlight several key areas for improvement and expansion. One of the critical findings is the need for enhanced marketing and education to increase public awareness and usage of transit services. The study also recommends expanding service hours and frequency to better meet the community's demands. Improved access to medical facilities and enhanced transit options for seniors are emphasized as priority areas. The study also identifies the need for first and last mile services, such as JTA's ReadiRide, to bridge gaps between transit stops and final destinations. It also highlights the importance of expanding services to new population and employment centers, particularly in high transit propensity areas in the northeast quadrant of the county. The study points to the necessity of upgrading fare system technology and mobility hub infrastructure to support enhanced regional travel opportunities. These findings provide a roadmap for developing a more efficient, accessible, and responsive transit system in Clay County.

5.2.6. Nassau County Transportation Plans

5.2.6.1. Nassau County Capital Improvement Plan (July 2022)

Nassau County's Capital Improvement Plan (CIP) describes capital improvements to the transportation system. Projects described in the plan are in various stages, with some having already been completed, some being in progress, and some listed as candidate projects for the future. The Plan focuses on fiscal years 2022/2023 through 2026/2027.

The Plan recommends transportation mobility projects to improve roadways, including bicycle and pedestrian safety projects, roadway extensions, roundabout construction, roadway widening and resurfacing, construction of new roadways, creation of multi-use trails, landscaping, paving of dirt roads, and intersection improvements.

5.2.6.2. Nassau County 2030 Comprehensive Plan

Nassau County's 2030 Comprehensive Plan establishes the County's policies and priorities for future physical, economic, and social development. The Comprehensive Plan is composed of 12 elements. Of these, the most relevant to this TDP major update are the Transportation Element and the Future Land Use Element.

Transportation Element (2023)

This comprehensive plan element articulates the County's policy supporting a multi-modal transportation network facilitating the safe and efficient movement of people and goods. This element's objectives support JTA's planning and implementation activities and promote bicycle and pedestrian facilities that improve access to transit. This element therefore enables JTA to plan for more convenient transit service throughout the region. Supportive objectives include:

- Developing a multi-modal transportation netowrk consistent with existing and future land use patterns (Objective T.02)
- Incorporation of bicycle and pedestrian facilities into transportation improvement projects (Objective T.04)
- Requiring developments to provide multi-modal transporation access (Objective T.05)
- Coordinating transportation activities with other governments and agencies, including JTA (Objective T.06)
- Assisting agencies, including JTA, with planning and implementing regional transit service (Objective T.08)

Future Land Use Element (2024)

This comprehensive plan element articulates the County's policy encouraging land uses that create a sound revenue base, offer a diversity of living, working, retail, and recreational uses, and minimize impacts to the natural environment. This policy and its listed objectives foster transit-supportive land uses and will therefore enable JTA to plan for more convenient transit service throughout the region. Supportive objectives include:

- Correlating future land uses with environmental conditions, available infrastructure, and compatibility with surrounding land uses (Objective FL.01)
- Adopting overlay districts to promote efficient development patterns (Objective FL.02)
- Supporting redevelopment of blighted areas, including infill development (Objective FL.07)
- Directing development pattersn to avoid sprawl proliferation (Objective FL.08)
- Creating the East Nassau Community Planning Area (ENCPA), which prescribes sprawl-discouraging, transit-supportive land use patterns (Objective FL.13)

5.2.6.3. Mobility Fee Ordinance (2014)

Nassau County's Mobility Fee Ordinance that imposes fees on new developments in relation to their projected impact on the transportation system. The objective of the Ordinance is to promote more sustainable land use patterns and generate an additional source of funding for the transportation system. The Ordinance is intended to create jobs and reduce urban sprawl.

5.2.6.4. SR200/A1A Corridor Master Plan (2021)

The SR200/A1A Corridor Master Plan is a plan for a new major development along State Route 200 intended to attract new residents and businesses. The Plan acknowledges that previous land use patterns are unsustainable and specifies actions that Nassau County can take to develop land more efficiently. The Plan recommends strategies such as transitioning to more compact, mixed-use development patterns along SR200/A1A.

5.2.6.5. 2022-2027 Nassau County Transportation Disadvantaged Service Plan (2022)

The 2022-2027 Nassau County Transportation Disadvantaged Service Plan describes Nassau County's efforts to ensure quality transportation for its transportation disadvantaged population. The goals of the Plan are to improve coordination of transportation disadvantaged services, focus on consumer choice and efficiency, use non-sponsored grant monies efficiently, utilize the Local Coordinating Board's knowledge and expertise, focus on customer satisfaction, maintain and operate a safe and adequate fleet, and support regional transit.

5.2.6.6. Nassau County Transit Study (2015)

The Nassau County Transit Study analyzes Nassau County's demographic characteristics, employment centers, popular travel destinations, and travel patterns. The Study includes several recommendations to improve public transit in the county. The Study proposes connecting service with more stops between the

east and west sides of the county, and the east side of the county and Jacksonville. Creating a direct connection between the west side of the county and the First Coast Flyer (BRT) would provide greater access to the more rural parts of the county. The Study also recommends adding two new routes to Amelia Island and Fernandina Beach, and seasonal weekend service to and from the beach.

5.2.6.7. Nassau County Transit Study Update (2024)

The JTA Nassau County Transit Study is a comprehensive assessment aimed at improving public transportation services in Nassau County, Florida. Conducted by the JTA in collaboration with Nassau County officials, the study evaluated current transit conditions, identified service gaps, and provided strategic recommendations to enhance mobility for residents and commuters. Key objectives included improving access to employment opportunities, healthcare services, tourist transportation, and rural areas. The 2024 Nassau County Transit Study analyzed the challenges and opportunities for transit in Nassau County and recommended near-term, medium-term, and long-term improvements.

5.2.6.8. 14th Street Bicycle and Pedestrian Safety Study (2021)

The 14th Street Bicycle and Pedestrian Safety Study evaluates Nassau County's 14th Street corridor for pedestrian and cyclist improvements and safety. The Study recommends numerous roadway improvements, including clearer bicycle lane signs and markings, and flexible retroreflective backplates for improved visibility. Several roadway updates are proposed, such as the addition of a traffic signal and left-turn at Simmons Road, the removal of a right-turn lane at Lime Street, and a roadway reconfiguration that adjusts lanes. Eliminating sidewalk gaps, emphasizing crosswalks, and creating a shared-use path from the east side of 14th Street to the public boat ramp on Amelia Island Parkway are each recommended as well.

5.2.6.9. Amelia Island Bicycle and Pedestrian Focus Area Study Summary Report (2016)

The Amelia Island Bicycle and Pedestrian Focus Area Study Summary Report examines existing conditions of bicycle and pedestrian infrastructure on Amelia Island and provides recommendations for improvements. The Study recommends improvements to pathway connections and wayfinding for cyclists and pedestrians. Alterations to traffic control are also proposed, including marked bicycle lanes, reduced lane widths, and sharrows.

5.2.6.10. A Way Forward ITS Applications Analysis for Nassau County Final Report (2018)

The Report analyzes existing ITS infrastructure and provides recommendations to improve ITS along SR200/A1A. The Report recommends several short-term and long-term improvements. Short-term recommendations included workforce training on fiber-optic cables, adding additional Traffic Signal Technician staff, improving streaming capabilities, installing cellular communications for outlying intersections, and creating a hurricane evacuation timing plan. Long-term recommendations included designing an additional DMS to provide travel information, creating a fiber-optic link across the Amelia River, adding traffic-monitoring staff, and pursuing grant opportunities to supplement ITS expansion and operational capabilities.

5.2.6.11. Employment Center DSAP Wildlight PDP #2 Preliminary Development Plan (PDP) (2021)

The Plan describes the Wildlight development project's second preliminary development plan, its connection to existing plans, and principles guiding the development. The goals of the Plan are to create a retail and industrial center with access for rail and freight from SR200/A1A, establishing an employment hub for Nassau County. Smaller wetland and upland areas will become part of the Conservation Habitat Network.

5.2.6.12. Employment Center DSAP Wildlight PDP #2 Transportation Impact Analysis (2021)

The Study analyzes how the Wildlight development's second preliminary development plan will impact Nassau County's transportation network. The Study describes the existing conditions of SR200, measures level of service and peak traffic volumes, estimating the development's impact to traffic conditions.

5.2.6.13. Employment Center DSAP Wildlight PDP #3 Preliminary Development Plan (PDP) (2023)

The Plan describes the Wildlight development project's third preliminary development plan, its connection to existing plans, and principles guiding the development. The Plan's strategies are to create sustainable and efficient land use patterns that protect historical and topological sties and the environment. The Plan will create a network of connected parks, trails, fields, and schools, and support alternate modes of transportation. Mixed-use development and mixed housing types will promote density.

5.2.6.14. Employment Center DSAP Wildlight PDP #3 Transportation Impact Analysis (2020)

The Study analyzes how the Wildlight development project's third preliminary development plan will impact Nassau County's transportation network. The Study evaluates SR200/A1A's operating conditions during peak morning and afternoon traffic and estimates the impact that the buildout will have on traffic conditions.

5.2.6.15. Employment Center DSAP Market Street Preliminary Development Plan (PDP) (March 2023)

The Plan describes the Market Street employment center development located north of A1A. The Plan focuses on implementing sustainable development patterns that promote a mix of uses, bicycle and pedestrian activity, and greater connectivity.

5.3. Socioeconomic Trends

The JTA service area has a fairly even age distribution, with most age ranges comprising between five to eight percent of the population. Approximately 60 percent of the JTA service area population is age 44 or younger. The American Public Transportation Association (APTA) conducted a study in 2017 which found that transit riders are typically younger, less likely to own a car, and more likely to be employed than other age groups. This indicates that a larger share of the JTA service area population is more inclined to take public transit.

Recent unemployment levels in the JTA service area mimic the state of Florida, with unemployment holding steady between two percent and four percent in 2019, spiking from eight percent to 11 percent during onset of the 2020 Covid-19 pandemic, and gradually falling back to pre-pandemic levels from the spring of 2020 to the winter of 2022. Unemployment levels have remained steady from the winter of 2022 to early 2024.

Approximately seven percent of households in the JTA service area lack access to a vehicle. Areas with a higher density of zero-vehicle households in the JTA service area are located in denser neighborhoods of Downtown Jacksonville, the Maxville and Chimney Lakes communities, Beach Haven, and northwest Duval County near the Cary Wildlife Management Area. In Clay County, there is a higher density of zero-vehicle households in the northeast part of the county near Bellair-Meadowbrook Terrace, and in the western part of the county near Clay Hill.

Projections from the Bureau of Economics and Business Research (BEBR) indicate that the JTA service area will likely experience population growth between 2025 and 2050.[1] Low population growth projections range from slight decreases of three percent and five percent in Nassau County and Duval County, respectively, to a four percent increase in Clay County. Medium growth projections are similar in all three counties, showing increases of 24 percent to 27 percent. In the high growth projections, Duval County and Clay County are project to grow by 54 percent and 56 percent, respectively, while Nassau County's high growth scenario projects 82 percent population growth.

Providing transit services to areas where the density of jobs is projected to increase can make transit services more useful by connecting workers to their employment location. The density of jobs is projected to increase in Downtown Jacksonville and northeast Clay County.

5.4. Land Use

Land use plays a key role in supporting public transit services. The density and intensity of land uses, as well as the quality and availability other transportation infrastructure, can promote more transit trips, making public transit a more feasible option for riders. Many of the transportation plans listed previously in this section support more transit-friendly land development. Notable among these are the Comprehensive Plans of the City of Jacksonville, Clay County, and Nassau County, all of which articulate policies and plans supporting compact, mixed-use communities, infill development, transit-oriented development, and improved bicycle and pedestrian facilities.

5.5. Organizational Considerations

JTA is governed by its Board of Directors, which is comprised of seven members. Three members are appointed the Governor of Florida and are confirmed by the Florida State Senate, three members are appointed by the Mayor of Jacksonville and confirmed by the Jacksonville City Council, and the final member of the board is the District Two Secretary of the Florida Department of Transportation (FDOT). The six appointed members of the JTA Board serve four-year terms. The District Two Secretary's term on the JTA Board of Directors is the length of employment in the role at FDOT. This board member can be re-appointed to an additional term of four years. Each member of the board serves in an unpaid capacity. Board members who serve eight consecutive years must rotate off at the completion of their second term.

5.6. Technology and Innovation

Integration of advanced technologies plays a crucial role in transforming public transportation systems. JTA is at the forefront of this technological revolution, adopting innovative solutions to enhance operational efficiency, improve customer experience, and create a more connected and sustainable transit network. This section explores the various technologies being implemented by JTA to enhance internal operations, manages resources, and communicate with the public, ultimately enhancing service delivery and operational efficiency.

[1] Bureau of Economics and Business Research, Projections of Florida Population by County, 2025-2050, with Estimates for 2022 (2023)

5.6.1. AI and Machine Learning for Maintenance Functions

Artificial Intelligence (AI) and Machine Learning (ML) are pivotal in optimizing vehicle maintenance. By analyzing data from transit operations, these technologies can predict and prevent potential issues before they cause disruptions. Adaptive servicing, tailored to individual driver behaviors and route stressors, enables customized maintenance plans for each vehicle. This approach goes beyond traditional distance and age-based maintenance, ensuring more efficient and reliable transit operations.

5.6.1.1. Augmented Reality (AR)

Augmented Reality (AR) enhances both passenger experience and maintenance operations by overlaying digital information onto the real-world environment. Passengers can use AR apps for navigation, finding routes, schedules, and points of interest, while maintenance personnel benefit from hands-free access to technical manuals and real-time diagnostics. This technology improves accuracy and efficiency, making transit services more user-friendly and reliable.

5.6.2. Enterprise Content Management System

Deploying an Enterprise Content Management (ECM) system across all JTA operations, including asset management, streamlines document handling and improves information accessibility. An ECM system organizes, stores, and retrieves critical documents and data, facilitating better decision-making and operational efficiency.

5.6.3. Expanding and Integrating Microtransit

Microtransit offers flexible, on-demand transportation solutions that complement fixed-route services, particularly in areas where traditional bus services are not feasible. JTA is using emerging technologies in expanding its microtransit program to enhance service coverage and bridge the first/last mile gap.

5.6.3.1. Microtransit Software Platforms & Implementation

JTA is procuring advanced technology platforms that enable real-time scheduling and dynamic routing for microtransit services. These platforms allow riders to request rides via a mobile app, ensuring a seamless and responsive transportation experience. By identifying new service zones and realigning resources, JTA aims to provide efficient feeder routes that integrate with the broader transit network.

5.6.3.2. Mobility-as-a-service (MaaS) Continuity

Building on previous plans, JTA is developing a "Super App" that consolidates all transit services into a single interface. This multimodal mobile app offers real-time trip planning, booking, and payment options across various transportation modes, including buses, bike-sharing, and ride-hailing services. This unified scheduling hub simplifies the transit user experience, making transit more accessible and convenient.

5.6.4. Customer Experience

Enhancing the customer experience is a top priority for JTA. By leveraging innovative technologies, JTA aims to provide personalized, efficient, and responsive services that meet the diverse needs of its passengers.

5.6.4.1. Wayfinding Strategic Plan and Technology

Develop a wayfinding strategic plan that identifies how JTA can accomplish unified wayfinding across all its services. The plan should explore both options for physical and digital wayfinding, notably solutions to help persons with disability navigate the solution. One option to consider is a smartphone app helping individuals with disabilities navigate the JTA system; such an app could help those with visual impairments navigate unfamiliar spaces with audio guidance or connect individuals with remote staff. Ideally such an app would be part of UMA. The JTA will need to evaluate its options and coordinate with the UMA team before implementing such an app

5.6.4.2. Artificial Intelligence and Machine Learning for Customer Service

Artificial Intelligence (AI) and Machine Learning (ML) technologies are revolutionizing customer service in the transit industry. These technologies enable transit agencies to provide more efficient, personalized, and responsive services to passengers. By leveraging AI and ML, transit systems can analyze large volumes of data, predict customer needs, automate routine tasks, and deliver real-time information, significantly enhancing the overall customer experience.

Integrate AI and machine learning into customer service functions. AI could assist customers with routine tasks like finding schedules, locating facilities, and answering question. JTA could deploy AI powered chat-bots to provide customer service on the JTA app or website. Voice prompts on the JTA customer service line can automatically sort and respond to customer questions without requiring a service agent.

Chatbots and Virtual Assistants

AI-powered chatbots and virtual assistants use natural language processing (NLP) to understand and respond to customer inquiries in real time. These systems can handle a wide range of tasks, such as providing schedule information, answering fare queries, and assisting with trip planning. Available 24/7, chatbots reduce wait times and free up human agents to handle more complex issues. For example, a passenger can interact with a virtual assistant through a mobile app or website to find the quickest route to their destination, including real-time updates on delays or service changes.

Predictive Analytics for Service Management

Machine learning algorithms analyze historical and real-time data to predict service demand, maintenance needs, and potential disruptions. These predictions allow transit agencies to proactively manage resources and provide timely information to passengers. For instance, if an algorithm predicts a higher than usual passenger load on a specific route, the agency can deploy additional buses to accommodate the demand. Predictive analytics can alert passengers about potential delays due to expected high traffic volumes, enabling them to plan alternative routes in advance.

Sentiment Analysis and Feedback Management

AI-driven sentiment analysis tools process customer feedback from various sources, including social media, surveys, and service reviews. By categorizing feedback into positive, negative, or neutral sentiments, transit agencies can quickly identify areas for improvement and respond to passenger concerns more effectively. Analyzing social media comments can help transit agencies detect recurring issues, such as overcrowding or cleanliness, and address them promptly to improve customer satisfaction.

5.6.4.3. Digital Content Management

Integrating digital content management and device location services enables JTA to deliver real-time information through interactive kiosks and digital signage. Passengers can receive updates directly on their mobile devices, improving access to information and enhancing the travel experience. Additionally, JTA can use this technology to offer targeted advertisements and rewards programs, fostering greater engagement with transit services.

5.6.4.4. Social Media Analysis

Rather than viewing social media posts individually to engage with customers and provide feedback or address complaints, the use of predictive data analytics and “Social Media Sentiment Analysis” can provide JTA a way to more accurately address customer concerns and identify travel patterns.

By integrating AI and ML into customer service, transit agencies can create a more dynamic, responsive, and passenger-centric transit system. These technologies not only meet the current needs of passengers but also pave the way for future innovations in public transportation.

5.6.4.5. Passenger Wi-Fi and Connectivity

Onboard Wi-Fi systems provide internet access to passengers using cellular networks or satellite connections. This technology involves the installation of Wi-Fi routers and signal boosters on transit vehicles, allowing passengers to stay connected during their journey. Enhanced connectivity improves the passenger experience and makes public transit a more attractive option.

5.6.4.6. 5G Connectivity

5G networks provide high-speed, low-latency communication, enabling real-time data transmission for transit systems. Enhanced connectivity supports advanced applications like autonomous vehicle operations, real-time passenger information systems, and IoT-enabled infrastructure. 5G allows for seamless integration of various technologies, improving operational efficiency and passenger experience.

5.6.5. Emerging Mobility Solutions

The transit industry is undergoing a significant transformation driven by rapid advancements in technology. Emerging technologies are reshaping how transit systems operate, enhancing the efficiency, safety, and convenience of public transportation. From artificial intelligence and machine learning to autonomous vehicles and blockchain, these innovations offer new opportunities to improve service delivery and passenger experiences. This section explores the key emerging technologies poised to impact the transit sector now and in the coming years, detailing their mechanisms, potential benefits, and implications for transit agencies and passengers alike. As these technologies continue to evolve, they promise to create more sustainable, connected, and user-friendly transit systems, meeting the growing demands of urban mobility and shaping the future of transportation.

5.6.5.1. Autonomous Vehicles

Autonomous vehicles employ a combination of sensors, cameras, radar, LIDAR, and advanced algorithms to navigate and operate without human intervention. These vehicles use real-time data to detect obstacles, follow traffic rules, and make driving decisions. Autonomous buses and shuttles can reduce labor costs, increase safety, and provide consistent service, especially in controlled environments like dedicated transit lanes or campuses.

Autonomous Avenues / Ultimate Urban Circulator

As part of the Skyway Modernization, the first phase of the U^{2}C CAV testing project is being developed between the future JRTC and the existing Jefferson Skyway Station. This will provide a potential understanding of operational needs and challenges associated with AV technology and ITS. Ultimately, this system will expand the existing Skyway with an at-grade CAV network connecting Downtown with surrounding neighborhoods.

Smart Roadway Technologies

Through its $44 million Bay Street Innovation Corridor Project (including $12.5 million in BUILD Grant support), JTA and its agency partners are transforming a major Downtown thoroughfare into an “incubator” for emerging technologies. Leveraging the TPO’s Integrated Data Exchange. JTA specifically plans to deploy 15 CAVs along the 3.2-mile corridor with an expected ridership of 2,500 passengers a day. Other keystone projects include connected signals, smart lighting systems, pedestrian sensors, security cameras, solar-powered intersections (beginning with a few blocks of sidewalks), and smart parking and flood warning sensors. JTA is providing “dark fiber” communications infrastructure to support the effort. The City of Jacksonville is providing design oversight of the initial smart corridor elements. The

Jax Chamber of Commerce will help facilitate companies interested in using their technology or software on the corridor.

5.6.5.2. Electric Vertical Takeoff and Landing (eVTOL) Vehicles

eVTOL vehicles are designed for urban air mobility, providing quick and efficient transportation over short distances. These electric aircraft use multiple rotors for vertical takeoff and landing, similar to drones. They can alleviate ground traffic congestion and offer new transit solutions in urban environments, particularly for last-mile connectivity and high-demand corridors.

5.6.5.3. Blockchain Technology

Blockchain provides a decentralized, secure, and transparent way to record transactions and data. In transit, blockchain can be used for secure fare payment systems, tracking and managing maintenance records, and ensuring transparency in procurement and supply chain management. Its immutable nature ensures data integrity and reduces fraud.

5.6.5.4. Internet of Things (IoT)

IoT involves interconnected devices that collect and exchange data in real time. In transit, IoT can monitor vehicle performance, track fleet movements, manage energy consumption, and provide real-time updates on system conditions. Sensors on vehicles and infrastructure provide data that can be used to optimize operations and maintenance, improving overall efficiency and reliability.

5.6.5.5. Advanced Energy Storage Systems

Innovations in battery technology, such as solid-state batteries and supercapacitors, offer higher energy density, faster charging times, and longer lifespans compared to traditional lithium-ion batteries. These advancements enhance the viability of electric buses and other electric transit vehicles by extending their range and reducing downtime for charging.

5.7. Transit-Friendly Land Use and Urban Design Efforts

Understanding the extent to which the land use and urban design patterns in JTA's service area support or hinder the efficient provision of existing and future transit services is a crucial element in developing recommendations for the system over the next 10 years. This section assesses land use and urban design by presenting the results of a Land Use and Corridor Development Assessment, and by reviewing land development regulations within the JTA service area.

5.7.1. Land Use and Corridor Development Assessment

A Land Use and Corridor Development Assessment was developed to represent the extent to which an area's land use and urban design characteristics support or hinder the efficient provision of existing or proposed transit service. Areas within the JTA service area were assigned a score of zero to one, with zero being an area whose land use fully hinders transit, and with one being an area whose land use fully supports transit. This score assumes that "efficiency" applies to encouraging ridership, not necessarily travel speed.

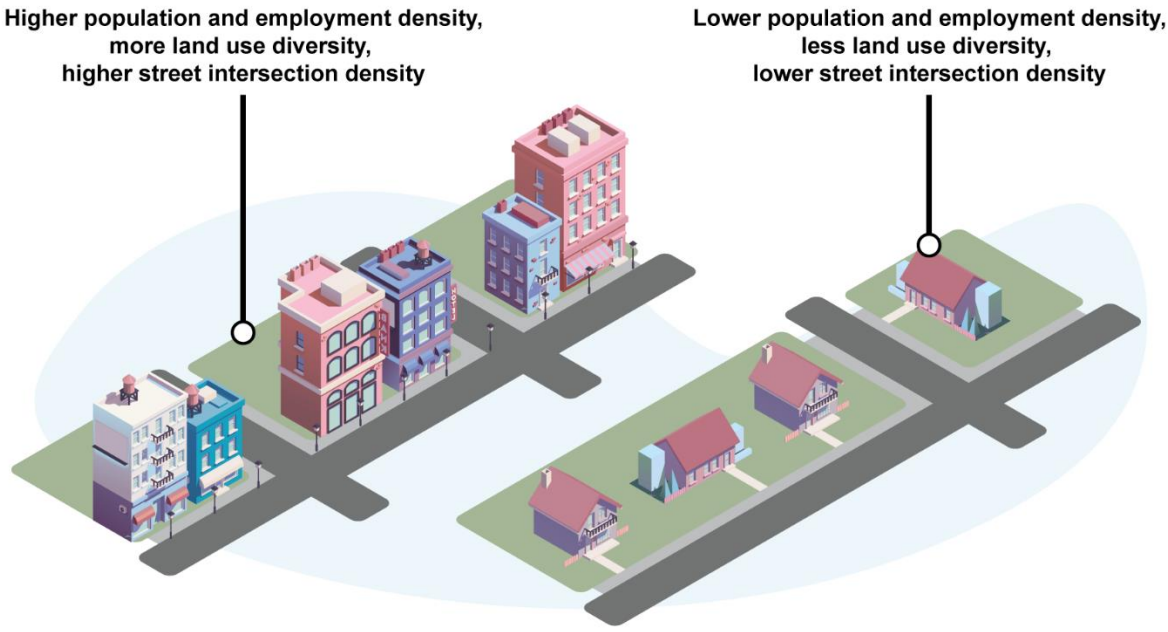
5.7.1.1. Methodology

Each area's Land Use and Corridor Development Assessment score is comprised of the following three subcomponent scores:

- **Population and employment density:** This element indicates the concentration of people living and working in an area. In general, the more potential trip producers and trip attractors in an area, the more likely transit is going to be successful.
- **Land use diversity:** A greater variety of land uses would suggest the area has more transit trip producers and attractors. Furthermore, a diversity of land uses – specifically a mix of residential uses and various types of employment destinations – would indicate travel demand in multiple flows/directions and at multiple times of the day and week, which transit is suited to serve.
- **Street intersection density:** A more compact, connective street network allows transit routes to access destinations more directly and allows potential users to access transit itself more directly. Greater intersection density therefore enables more effective transit travel at both ends of a trip, regardless of the "first- or last-mile" travel mode.

Figure 5-2 illustrates how these three land use metrics could exemplify different neighborhood types.

Figure 5-2: Examples of different land use and urban design conditions



The approach for calculating these variables is based on several variables used in the U.S. Environmental Protection Agency's National Walkability Index.[2] The subcomponent scores – population density, land use diversity, and street intersection density – a were weighted equally to determine the final Land Use and Corridor Development Assessment score.

[2] Thomas, John, Lori Zeller, and Alexis Rourke Reyes. "National Walkability Index: Methodology and User Guide." Washington DC: US Environmental Protection Agency, June 2021. https://www.epa.gov/sites/default/files/2021-06/documents/national_walkability_index_methodology_and_user_guide_june2021.pdf.

A more detailed reviewed of the methodology used to determine the Land Use and Corridor Development Assessment scores is presented in **Appendix L: Land Use and Corridor Development Assessment**.

The results of this analysis were incorporated into a framework for prioritizing individual transit routes among other TDP recommendations, as outlined in **Chapter 8: 10-Year Transit Plan**.

5.7.1.2. Results

The resulting Land Use and Corridor Development Assessment scores for each Census block group in Duval County, Clay County, and Nassau County are shown in **Figure 5-3**, **Figure 5-4**, and **Figure 5-5**, respectively.

As shown in **Figure 5-3**, Duval County's highest scores (i.e., its most transit-supportive land uses) appear in Downtown Jacksonville, Normandy, Neptune Beach, and Jacksonville Beach. These areas have scores in the 0.50 to 0.71 range out of a possible 1.00.

Duval County's lowest scores appear in the McGirts Creek and Ortega areas of Jacksonville, as well as in areas largely comprised of state forests, wildlife preserves, or otherwise lightly developed land in the northwestern and northeastern areas of the County.

As shown in **Figure 5-4**, Clay County's highest scores (i.e., its most transit-supportive land uses) appear in Bellair-Meadowbrook Terrace, Orange Park, Lakeside, and Fleming Island in the northeastern corner of the County, as well as Keystone Heights in the southwestern corner of the County. These areas have scores in the 0.35 to 0.42 range (out of a possible 1.00).

Clay County's lowest scores appear in areas largely comprised of state forests, wildlife preserves, or otherwise lightly developed land in the northwestern and southeastern areas of the County.

As shown in **Figure 5-5**, Nassau County's highest scores (i.e., its most transit-supportive land uses) appear in Fernandina Beach, American Beach, Yulee, and Callahan. These areas have scores in the 0.28 to 0.44 range (out of a possible 1.00).

Nassau County's lowest scores appear in areas largely comprised of state forests, wildlife preserves, or otherwise lightly developed land in the southwestern area of the County, as well as the southwestern corner of Amelia Island.

Figure 5-3: Land Use and Corridor Development Assessment Score – Duval County

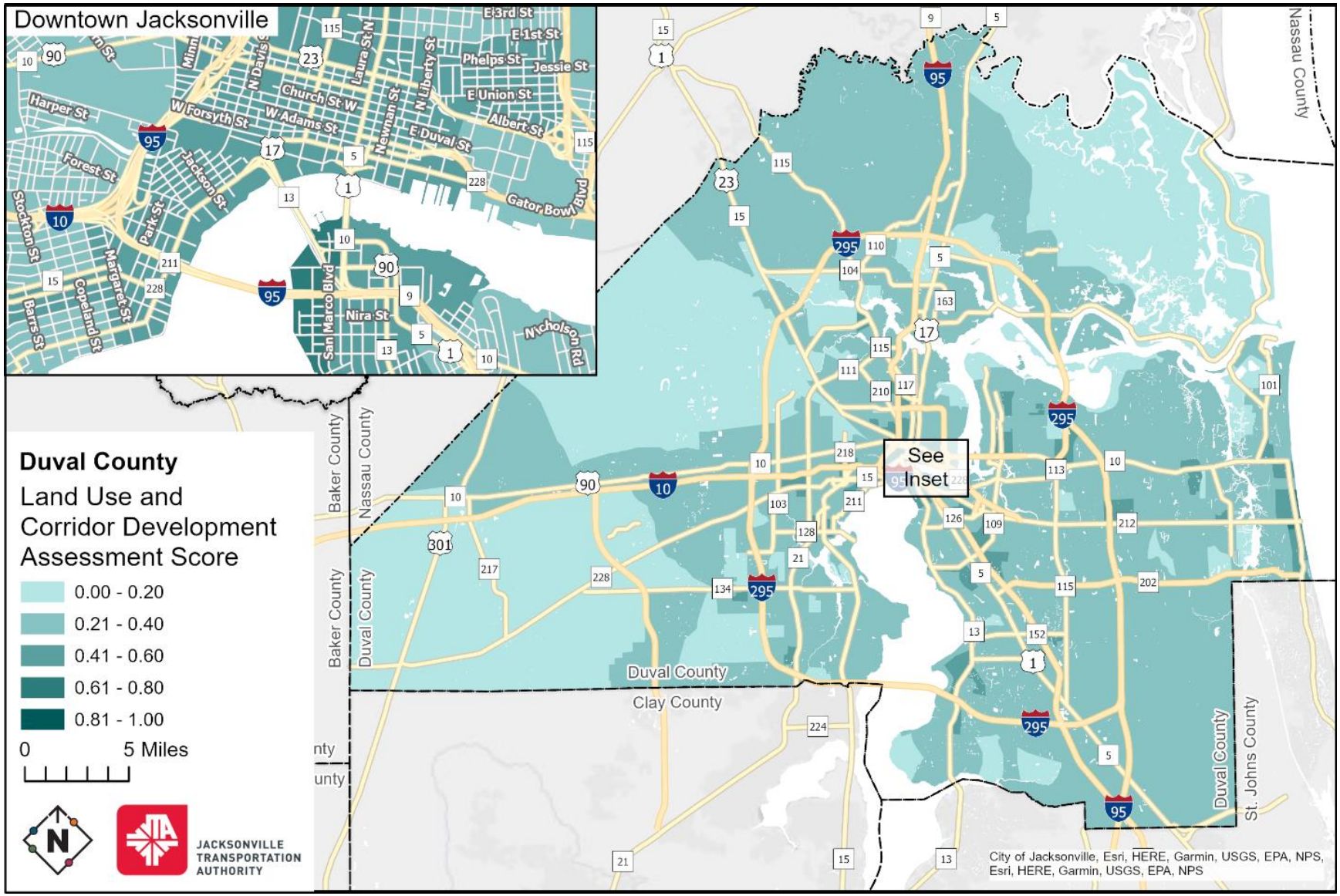


Figure 5-4: Land Use and Corridor Development Assessment Score – Clay County

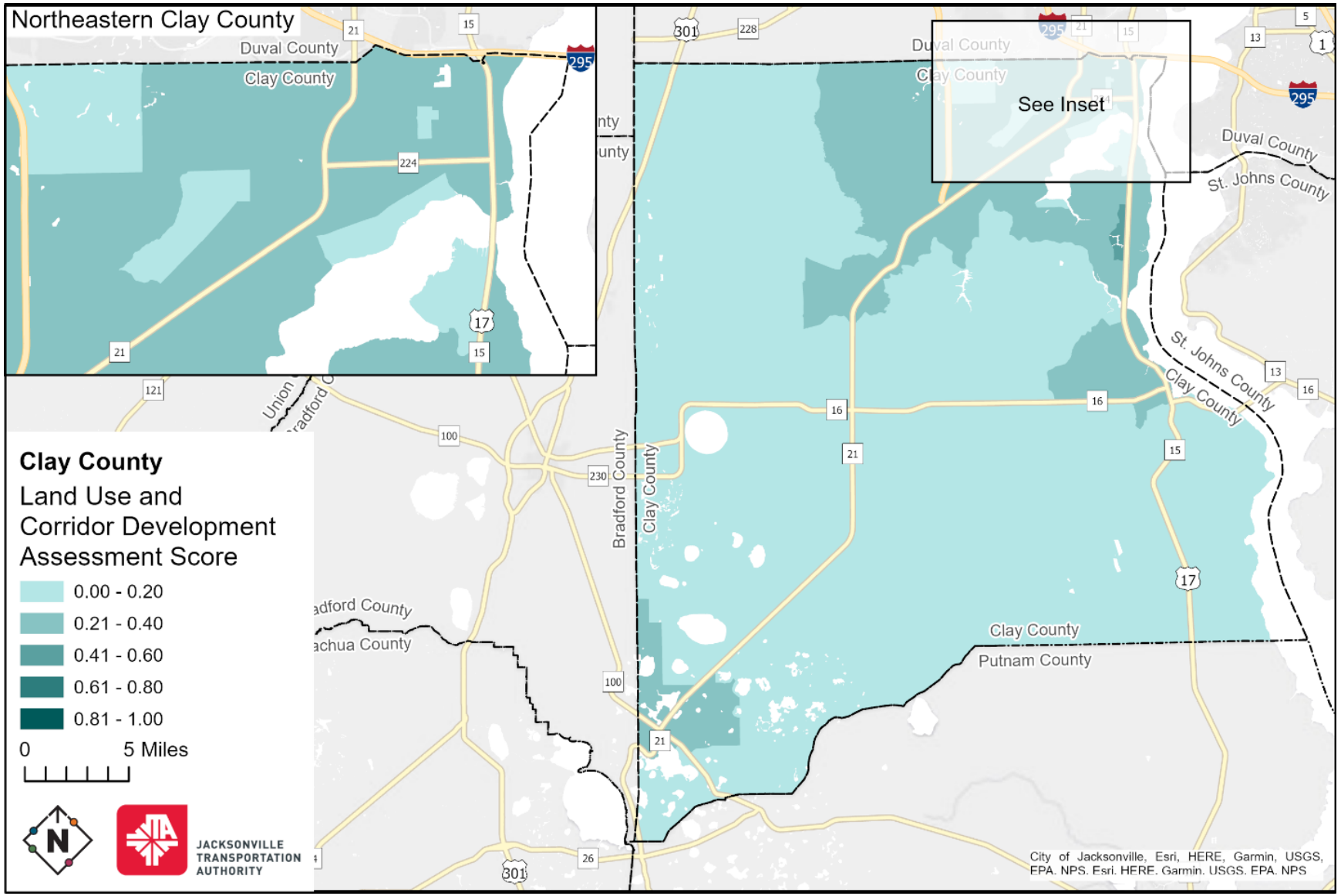
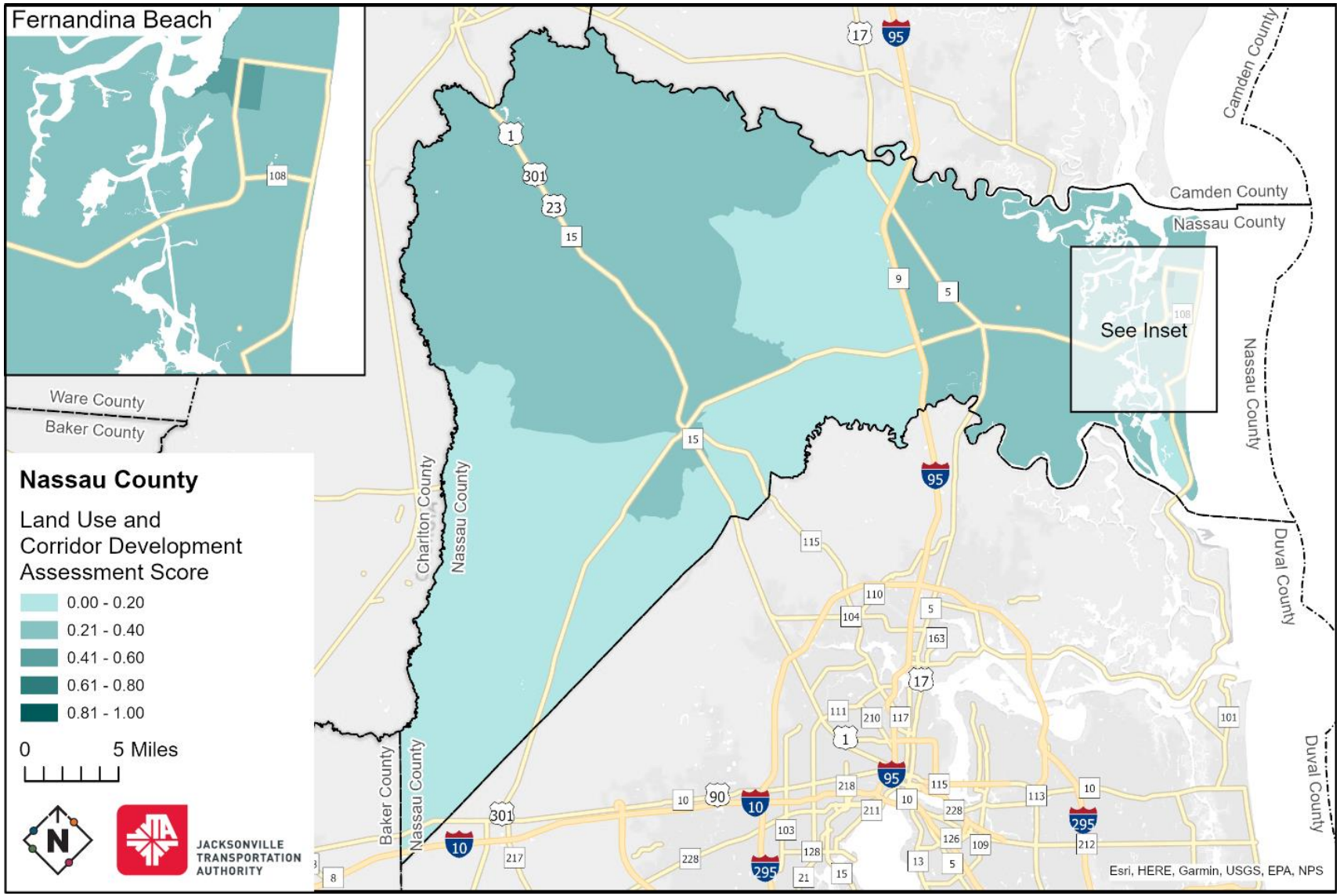


Figure 5-5: Land Use and Corridor Development Assessment Score – Nassau County



This Page Left Intentionally Blank

5.7.2. Land Development Regulations

In addition to existing land use conditions, it is important to consider how existing land development regulations within the JTA study area support or hinder transit performance.

5.7.2.1. Density

Because residential and employment destinations are so often the origin or destination of trips, residential and employment density are important factors in determining the extent to which land use in a certain area is supportive of transit.

Regulatory Positions on Density

Some areas of the JTA service area are zoned to allow the level of residential density considered to be supportive of transit.[3] Such areas include:

- The City of Jacksonville's High Density Residential category, defined as 20 to 60 dwelling units per acre, with nonresidential uses also permitted.
- The City of Jacksonville's Medium Density Residential category, permitting up to 20 dwelling units per acre as well as some of the nonresidential uses included in the high-density residential category.
- Clay County's RD-3 and RD-4 Multifamily District categories, allowing up to 10 and 16 units per acre, respectively.
- Nassau County's High Density Residential category, allowing up to 10 units per acre.

Outside these areas, most of the JTA study area is not dense enough to provide any meaningful support for transit.

Policy Direction Toward Transit-Friendly Density

The City of Jacksonville's growth management approach uses "development areas" indicated in the Comprehensive Plan, namely the Central Business District, Urban Priority Area, and Urban Area, to define large sectors where infill and redevelopment should occur. Clay County's Comprehensive Plan uses a similar approach, directing urban growth to the Urban Service Area (USA) where utilities already exist. Finally, Nassau County's Comprehensive Plan adopts overlay districts to promote more efficient development patterns. All three comprehensive plans' future land use and transportation elements contain policies that recognize the relationship between compact, dense development and the efficient provision of public services, including transit.

5.7.2.2. Mixed-Use Patterns

Current Condition

Mixed use patterns in the JTA study area exist in two forms, mixed-use buildings and mixed-use neighborhoods. Both are found almost exclusively in Jacksonville's urban core. In the Central Business District, mixed use buildings support an active pedestrian streetscape with commercial uses on the ground floor and additional office and residential uses on the upper floors. In the surrounding parts of the urban core, mixed use neighborhoods put varied uses in close proximity to one another even if not integrated in a single building. Either mix of residential, employment, and service activity concentrates trip origins and destinations.

[3] The Lehigh and Northampton Transportation Authority (LANta) Land Use Toolkit for the Lehigh Valley (2009) recommends 15-25 dwelling units per acre for premium bus service and 7-15 dwelling units per acre for basic bus service.

Zoning Regulation for Mixed Use Development

The City of Jacksonville's zoning code permits mixed use buildings, sites (multiple buildings on one site), and neighborhoods. In some districts, such as the downtown overlay and the traditional neighborhood development district, the proportions of uses are prescribed to ensure a land use mix and avoid the appearance of a primary use and accessory use. Clay County has a mixed-use land use category designed to promote compact, walkable development as an alternative to low density, single-use development. Nassau County has two land use categories to facilitate mixed-use development, including the Multi-Use (MU) category and the William Burgess Mixed Use Activity Center Overlay District.

Policy Direction Toward Mixed-Use Patterns

All three of the comprehensive plans referenced in this chapter include policies aimed at encouraging and promoting mixed-use development patterns. For more information on these policies, see **Section 5.2.4.1** for the City of Jacksonville, **Section 5.2.5.1** for Clay County, and **Section 5.2.6.2** for Nassau County.

5.7.2.3. Pedestrian Connectivity

Sidewalks provide dedicated space for pedestrians, separating them from vehicular traffic. They should be continuous along transit-served corridors but should also extend into adjacent residential and employment areas to connect people to the transit corridor. Crosswalks and pedestrian signals, where warranted, should also be part of this pedestrian network to allow people to safely cross roadways at reasonable intervals. Finally, beyond the provision of sidewalks, the pedestrian network should be ADA-compliant, relatively free of obstructions (e.g., signposts, utility poles, and temporary signage), and maintained in a state of good repair.

Current Condition

Sidewalks and crosswalks are inconsistent across the JTA service area. Many newer commercial corridors and residential areas have continuous pedestrian facilities while older corridors have significant gaps.

Regulations for Pedestrian Connectivity

Jacksonville's downtown overlay district's streetscape provisions address not only the sidewalk but other factors, such as paving, streetlights, and trees that define and enhance the functionality of the pedestrian space. These provisions would be an appropriate model for transit nodes or centers throughout the City. As a model, they could be customized to each node.

Jacksonville's zoning code also calls for the establishment of a Transit-Oriented Development (TOD) master plan and overlay zones to encourage TOD development throughout the City. The ordinance calls for the TOD master plan to include design standards affecting many aspects of these eventual communities, including sidewalk and building placement and sidewalk width.

Nassau County has general development standards to be addressed for developments, including standards for block size and connectivity, sidewalks, and other pedestrian amenities such as benches and bicycle parking along neighborhood sidewalks and multi-use paths.

Policy Direction for Pedestrian Connectivity

All three of the comprehensive plans referenced in this chapter include policies supporting complete streets, physical street design measures to increase pedestrian safety, incorporating pedestrian facilities into transportation improvement projects, and other efforts to enhance pedestrian connectivity within the JTA study area. For more information on these policies, see **Section 5.2.4.1** for the City of Jacksonville, **Section 5.2.5.1** for Clay County, and **Section 5.2.6.2** for Nassau County.

5.7.2.4. Parking Management

Current Condition

The City of Jacksonville has used various parking management techniques in the Central Business District to encourage the use of the transit system. This has manifested itself in the discouragement of surface parking lots and the promotion of structured parking. But when parking is managed only in the city center and not in surrounding areas, residents and businesses may choose to avoid the inconvenience of the Central Business District.

Regulatory Approach to Parking Management

Jacksonville's downtown overlay district provides a model for application to other transit nodes across the City. Its provisions offer minimal to no off-street parking requirement, maximum allowable parking spaces, and a variety of incentives, (e.g., for designated carpool/vanpool spaces, designated short-term parking, etc.), to further reduce the parking supply.

Policy Direction for Parking Management

The City of Jacksonville's comprehensive plan addresses parking management in its Future Land Use and Transportation Elements, including these policies:

- Support alternative modes of transportation. Such measures may include, but are not limited to, the provision of sidewalks, bikeways, transit stops, or other facilities to support alternative modes, such as parking management systems and park-and-ride facilities (Future Land Use Policy 1.6.2 and Transportation Policy 1.4.7).
- Reduce the amount of on-street parking permitted on City-maintained streets. Areas with on-street parking, both designated and undesignated parking outside of the CBD are subject to parking studies to determine their utilization and the ascertain when on-street parking is justified and supply recommendations. (Transportation Policy 2.3.9).

5.7.2.5. Urban Design

Character and functionality are what distinguish public spaces from public places. Building on a foundation of pedestrian safety and comfort, visual character, and functional features make public spaces enjoyable, memorable, and desirable in ways that invite people to return for similar experiences.

Current Conditions

Jacksonville's Central Business District is the only part of the JTA study area that displays elements of urban form. This is due, in part, to historic development patterns and to the downtown overlay district. Its buildings have a consistent physical relationship to sidewalk with the exception of public plazas; are varied in finishes and materials; and incorporate a basic level of transparency into ground floor uses.

Regulations and Guidance for Urban Design

Jacksonville's downtown overlay district and associated design guidance aims to retain urban form and establish a desirable standard for the quality of public spaces within its boundaries. Its provisions address the functionality of the public streetscape for pedestrians and those bound for transit as well as the visual forms and finishes of buildings, including:

- Barrier-free pedestrian access.
- Streetscape, including maintenance agreement.
- Transit shelters.
- Architectural design of buildings, including transparency (windows) on the ground floor.

Policies for Urban Design

The City of Jacksonville's Comprehensive Plan specifies a number of policies related to urban design, including:

- Promote high-quality private and public development in the downtown area using urban design guidelines developed by the Downtown Investment Authority (DIA) and the Jacksonville Planning and Development Department (Future Land Use Policy 2.3.3).
- The Land Development Regulations shall establish urban design, site design and building form guidelines that create high quality site designs, and will require that pedestrian walkways and other pedestrian and public transit use amenities are provided in site development plans within the CBD. (Future Land Use Policy 2.3.5).
- Implement design guidelines through the Planning and Development Department that will encourage development and redevelopment of the City's major office and commercial activity centers as pedestrian places (e.g., signage, landscaping, public art, public spaces) (Future Land Use Policy 3.2.14).
- Implement site design techniques including pedestrian accessibility (Future Land Use Policy 3.2.27).
- Create a Transit-Oriented Development (TOD) master plan and overlay zones, including design standards affecting including sidewalk and building placement and sidewalk width.
- Require the use of an unobstructed pedestrian zone in between the roadway and the building façade along commercial corridors within the Urban Priority Area and Urban Area or some other alternative regulatory criteria that creates a safe and attractive pedestrian environment (Future Land Use Policy 1.6.4).

These policies are not as specific as many others identified in this assessment as transit-friendly, however they provide a basis for the expanded and tailored use of the existing provisions and guidance for the downtown in other transit nodes.

In summary, the City of Jacksonville has a strong foundation for transit-friendly policies and regulations, particularly in the Central Business District or downtown, and will build on this foundation through the Transit-Oriented Development (TOD) master plan prescribed in the comprehensive plan. Current conditions and existing policies generally foster higher residential and employment densities, mixed land use patterns, pedestrian connectivity, parking management, and quality urban design.

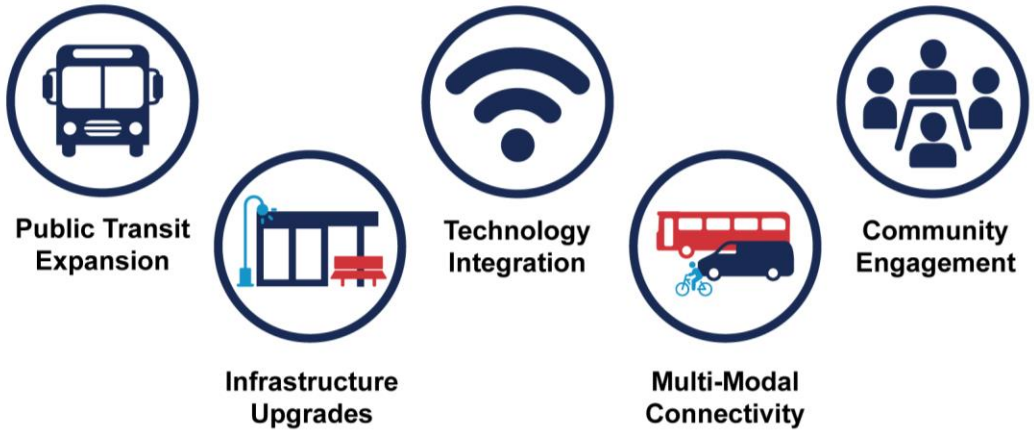
Beyond the urban core, development patterns and development regulations continue to serve the automobile. Transit is acknowledged in policies but has not yet become a competitive driver of development location, density, and use, and the associated public infrastructure and parking.

5.8. 10-Year Ridership Projections

A situation appraisal requires an estimation of the demand for transit service in the community using FDOT planning tools, or a transit demand estimation technique with supporting demographic, land use, transit, and transportation data approved by the department. The TBEST model was validated for the year 2024 and forecasts were conducted for the years 2027, 2031, and 2034. The GTFS files for the current JTA system were provided by JTA. Socioeconomic data was provided by the North Florida TPO. The validation process for the TBEST model is located in **Appendix G: Transit Demand Estimation with TBEST**.

6. GOALS AND OBJECTIVES

JTA's most recent strategic plan, MOVE2027, details the organization's strategic vision for the period spanning 2023 through 2027. There are several major elements to the plan:



- **Public Transit Expansion:** The plan focuses on expanding and improving public transit services, including bus rapid transit (BRT) lines, enhanced bus routes, and transit hubs to improve connectivity and accessibility for residents and visitors.
- **Infrastructure Upgrades:** MOVE2027 includes significant investments in infrastructure upgrades, such as road improvements, bridge repairs, and traffic management systems, to enhance the efficiency and safety of the transportation network.
- **Technology Integration:** The plan leverages cutting-edge technology solutions to optimize transportation operations and enhance the overall user experience. This may include the implementation of smart traffic signals, real-time transit tracking systems, and mobile applications to improve trip planning and navigation.
- **Multi-Modal Connectivity:** MOVE2027 emphasizes multi-modal transportation options, including walking, cycling, and micro-mobility solutions, to provide residents with diverse and convenient transportation choices while reducing congestion and emissions.
- **Community Engagement:** The plan incorporates extensive community engagement efforts to ensure that transportation investments align with the needs and priorities of Jacksonville's population. Stakeholder input and feedback are integral to shaping MOVE2027 initiatives.

JTA's MOVE2027 plan will guide the organization in its efforts to make the Jacksonville region more connected, more equitable, and more sustainable. JTA plans to enhance the quality of life in its communities and encourage economic development.

For the TDP, the following vision statement, mission statement, core values, goals and objectives describe the aspirations for the strategic direction of JTA in providing mobility solutions for the region.

6.1. Vision Statement

A thriving and connected Northeast Florida powered by seamless mobility solutions for all.

6.2. Mission Statement

To enhance Northeast Florida's economy, environment, and quality of life for all by providing safe, reliable, innovative, sustainable, and dignified mobility solutions and facilities.

6.3. Core Values

JTA exists to serve its customers and community. We are a strategic, market-driven, innovative, and results-focused organization and we succeed as a team through:

- Team Excellence
- Equity
- Affordability
- Collaboration
- Agile Innovation

We treat our customers and colleagues with dignity and respect.

6.4. Goals and Objectives

JTA's vision for this TDP seizes on the MOVE2027 plan's multi-modal public transportation emphasis by offering an expansive vision for transit in Northeast Florida. This vision looks all the way to the outer edge of the ten-year TDP horizon to show how travel by public transportation could be improved throughout the service area in the long term, using the following goals and objectives to develop service proposals:

- **Improve service performance by providing 30-minute service on weekdays on all fixed routes:** More consistent and frequent daily transit service is more convenient for users.
- **Increase crosstown connectivity and expand emphasis on hubs:** Riding transit will be quicker if riders have reasonably direct routes between destinations, and do not need to come downtown to get to other areas in the region.
- **Align with travel patterns:** Realign routes to match the travel patterns of all people, not just existing transit users. Bus service should take more passengers and potential passengers closer to their intended destinations or provide connections that do so conveniently.
- **Mode Rightsizing:** Adjust service type (BRT, bus, microtransit) to match land use. Finite bus service should be balanced across the system to ensure the levels of service are well-matched to ridership and other performance measures.
- **Feed First Coast Flyer services:** Prioritize transfers to First Coast Flyers to remove duplication, extend transit coverage, and connect to regional destinations. Through increased frequency, First Coast Flyers will function more as the system's backbones, allowing other routes to be reorganized to feed into them.

These goals and objectives were used to guide the service planning process, as described in **Chapter 7: Long Term System Concept.** How JTA proposes to implement the proposed changes over the time between now and then is addressed in **Chapter 9: Implementation Plan**.

6.5. Tracking and Monitoring

JTA is prepared to track the progress of its key performance indicators (KPIs) to ensure that it achieves the goals of this TDP. JTA uses its Adaptive Measurements for Enterprise Level Insight and Optimization (AMELIO) process to monitor agency-wide and individual KPIs. Each division and individual's performance is tracked in an AMELIA scorecard. The scorecard enables JTA employees to identify areas for improvement and strategize ways to strengthen performance. The tracking and monitoring of efforts to implement recommendations from this TDP are in **Chapter 9: Implementation Plan**.

7. SYSTEM FRAMEWORK: LONG-TERM SYSTEM CONCEPT

7.1. Introduction

This chapter documents the process by which the Jacksonville Transit Authority (JTA) developed its long-term visionary recommendations for the transit system over the full ten years covered by this Transit Development Plan (TDP) major update. It begins by expanding on the goals and objectives discussed in the previous chapter, providing additional detail about their meaning as well as how JTA operationalized them into service planning principles. The following section describes the service planning and recommendation development process, including discussions of analytical steps and coordination activities undertaken to ensure a rigorous understanding of current and future needs. Finally, it describes the conceptual framework of the long-term ten-year system visionary recommendations designed to strengthen the agency's existing services and better integrate the agency's many transit offerings for the benefit of JTA's customers.

Full recommendation details for fixed-route and demand response services are provided in **Appendix J: Recommendation Route Profiles**. Specific route and demand-response zone recommendations are further evaluated, prioritized, and phased into service in **Chapter 8: 10-Year Transit Plan** and **Chapter 9: Implementation Plan**.

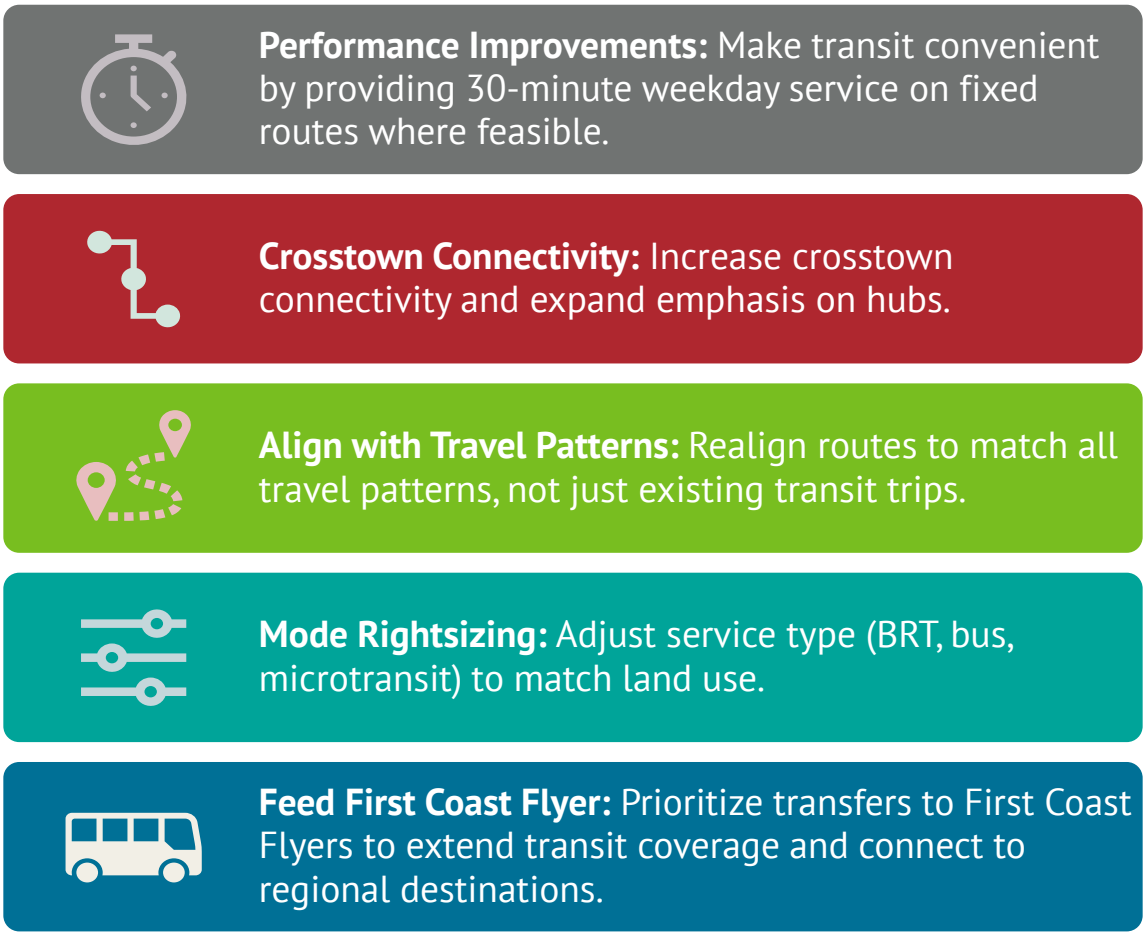
7.2. Principles for Recommendations

This TDP's recommendations are based on input from the public and JTA staff, as well as the agency's organizational goals. Using best practices in transit service planning, the project team developed its recommendations with the following priorities in mind:

- **Create direct connections along major travel corridors.** JTA's transit network is currently a hub-and-spoke system, often requiring people to travel into downtown and transfer in order to travel across town. Service planning should reorient the network appropriately, focusing on providing one-seat rides along well-used travel corridors.
- **Simplify services for the customer.** JTA offers many different services, and complicated route alignments and patterns can make service seem unreliable or unhelpful. Recommendations should eliminate complicated timetables, alignments, and patterns wherever possible.
- **Serve new markets that need transit service.** The Jacksonville region is growing, especially in Clay and Nassau counties. This TDP proposes new transit services to growing areas to make transit part of the fabric of their development.
- **Leverage transfer facilities.** If transit is to successfully enable direct connections, it must be straightforward for users to switch between routes and services. JTA has already begun establishing a system of hubs for this purpose, so recommendations will ensure transfer facilities provide seamless connections in tandem with increased service frequency on First Coast Flyers to speed up transfers.

JTA operationalized these priorities with the TDP goals identified through the public involvement process into specific objectives for the service planning review process. This process identified performance highlights and shortcomings among existing routes in regard to several of the agency's goals. Together, these represent JTA's long-term strategy for transit development in the region. As such, the service planning approach considers how the long-term vision for the network should advance each of these principles and the TDP's goals using five guiding principles.

Table 7-1: TDP's Five Guiding Principles



Performance Improvements

To make transit more useful to the region's traveling public, this TDP's long-term recommendations propose implementing 30-minute frequency or better on all routes on weekdays. In some cases, routes will have even more frequent service, such as if the route follows a key transportation corridor or ridership is very high. Improving headways makes bus routes more dependable for travel – improving them systemwide makes JTA transit service a dependable option everywhere it runs.

Crosstown Connectivity

The Jacksonville region is vibrant, and its economic activity is not concentrated downtown. Therefore, its transit network should enable trips to where people live, work, and play without long journeys out of the way. To improve crosstown connectivity and improve the utility of JTA's transit services, the long-term TDP recommendations reorganize the transit network in ways that make routes themselves more direct or connect them better with other routes to make journeys more straightforward. The TDP recommendations also emphasize the use and expansion of hubs, to promote seamless transfers between routes and give riders more convenient access to the full transit network.

Align with Travel Patterns

Transit must go where people want to go. To that end, this TDP recommends realigning routes to match existing travel patterns of all travelers – not just transit riders – to make sure that transit is in fact an option where people already travel. Recommendations make modifications to existing alignments to cover travel

paths currently underserved by transit as well as introducing entirely new routes where high-quality transit will increase livability, and encourage economic and recreational activity. The long-term changes presented in this TDP were informed by both current and expected future development intensity to ensure that JTA serves the public now and is prepared for the region's future. Service planning analysis accounted for changing population dynamics, expected shifts in land use development, and post-COVID-19 changes in travel.

Mode Rightsizing

While JTA wishes for transit to be Jacksonville's preferred transportation option, transit takes different forms and JTA operates different services to better serve different situations. This TDP considered each route's ridership, service performance, and needs of travelers to make recommendations to increase or decrease the service intensity as well as adjust the type of service being used. With finite resources, this entails increasing service frequency on certain routes and replacing fixed-route service with ReadiRide microtransit in other areas that still need transit service but do not supply enough riders to support fixed route service. Rightsizing the level and type of service ensures that JTA can distribute resources appropriately across the system.

Feed First Coast Flyer

The foundation of the long-term vision articulated by the TDP is the First Coast Flyer bus rapid transit network. JTA has long planned for these routes to form the high capacity, high quality backbones of the Jacksonville transit system, and this TDP's recommendations further this agency objective by proposing to strengthen the operating relationships between bus routes, ReadiRide zones, and the First Coast Flyers. Recommendations include removing duplicating services that parallel or overlap, and instead providing better "perpendicular" connecting service to and from key corridors where riders can transfer.

7.3. Recommendation Development Process

Recommendations to improve JTA's fixed-route network were developed through a process of detailed route-level performance evaluation, peer review, outreach to the public and stakeholder engagement, and workshops with JTA employees. This holistic review identified performance highlights and shortcomings among existing routes, opportunities to implement new transit services, and long-term concepts for the future of the system. Methods used to develop recommendations are summarized below.

7.3.1. Route Performance Evaluation

The Comprehensive Operational Analysis (**Appendix E)** evaluated routes against JTA's performance standards, helping to identify opportunities to modify routes to increase their performance. For each fixed route and other JTA services, the route's performance was reviewed against JTA standards for service productivity, financial performance, and on-time performance.

These evaluations led to various types of recommendations, including:

- Realigning, extending, or truncating a route to improve performance, ridership, or access.
- Swapping part of a route's alignment with that of another route to improve on-time performance and regional access.
- Consolidating routes to better distribute resources.
- Increasing service frequency or span to improve convenience.
- Replacing all or part of a route with microtransit service where this would be more suitable.

Appendix F: Route Profiles build upon the Comprehensive Operational Analysis and provide a profile of each route. The profiles include a comprehensive package of statistics related to service productivity, time-of-day utilization, on-time performance, and financial attributes such as farebox recovery. They also considered the extent to which routes and services unlock access to the region. This took three forms:

- An **equity score**, which assessed the degree to which the route serves populations more likely to need transit for their travel needs. The service planning process was less likely to modify routes with higher scores, as the likelihood and cost of any potential disruption or loss is much higher for these communities.
- An **economic access score**, which assessed how well the route provides access to jobs. While not the only trip purpose transit serves, work-based trips are one of the primary activities of Jacksonville's households, and the service planning process emphasized preserving or expanding regional economic access.
- A **travel flows assessment**, which used anonymized and synthesized travel behavior data from Replica[1] to compare the route's existing alignment to where trips that begin along the route actually end. Squarely focused on improving usability and convenience, the service planning process recommended treatments to realign routes to better match travel flows where feasible and in concert with other factors.

7.3.2. Microtransit Suitability Analysis

Microtransit is a flexible, on-demand form of public transportation service that operates within a defined zone. Microtransit services are characterized by their ability to dynamically route vehicles based on real-time demand, offering a more personalized transit experience compared to traditional fixed-route services. Typically, microtransit is most effective in areas with the following trip characteristics:

- Trips are local and therefore shorter in length than regular transit trips,
- Trip endpoints do not form a recognizable transit corridor,
- Trips are evenly spread throughout the day and do not have predefined peak periods, and
- Trips are in areas of lower density that might not support typical fixed-route service.

JTA currently operates ReadiRide, a zone-based demand-response service. While this service resembles microtransit, ReadiRide uses a more traditional dial-a-ride approach to scheduling rides, which requires users to call ahead to a central dispatcher far enough in advance to schedule a trip. Recent advances in wireless internet connectivity, automatic scheduling, and dynamic instantaneous routing has enabled transit agencies to make use of software applications that can schedule rides on the fly with much shorter booking windows. These features distinguish microtransit from dial-a-ride services.

For purposes of this TDP, JTA is planning to upgrade ReadiRide to a true microtransit service, and therefore this TDP prepared a microtransit suitability analysis as described below. The TDP's recommendations assume that ReadiRide becomes true microtransit by the fourth year of the TDP.

Since microtransit can offer near-instant trip booking and optimized and/or shared routes, it is useful to assess current travel patterns throughout the JTA service area to identify areas where travel patterns would be most likely to benefit from microtransit service. This suitability analysis used travel patterns from Replica's activity-based model, including an assessment of trips with the above trip characteristics, those serving desirable purposes, and those being undertaken by individuals who typically rely on transit. The

[1] The Replica platform integrates a variety of datasets, including Bluetooth, cellphone, and credit card purchases, to train an activity-based model that replicates travel patterns at a granular level.

analysis weighted each trip by the likelihood of the trip using microtransit, then grouped these trips to identify high-level area suitable for microtransit service.

In Duval County (**Figure 7-1**), more densely populated areas like Downtown Jacksonville, Arlington, Southside, Hillcrest, and Cedar Hills have a higher suitability for fixed-route transit. Neighborhoods adjacent to these, such Harborview, College Park, Paxton, Woodstock, Mandarin, Baymeadows, Sandalwood, and Jacksonville Beach have a higher suitability for microtransit. Many of these areas already have ReadiRide zones.

In Clay County (Error! Reference source not found.), the Lakeside, Oakleaf Plantation, Asbury Lake, M agnolia Springs, and Green Cove Springs neighborhoods are most suitable for microtransit.

In Nassau County (**Figure 7-3**), Fernandina Beach and Yulee are most suitable for microtransit.

Figure 7-1: Microtransit Suitability for Duval County

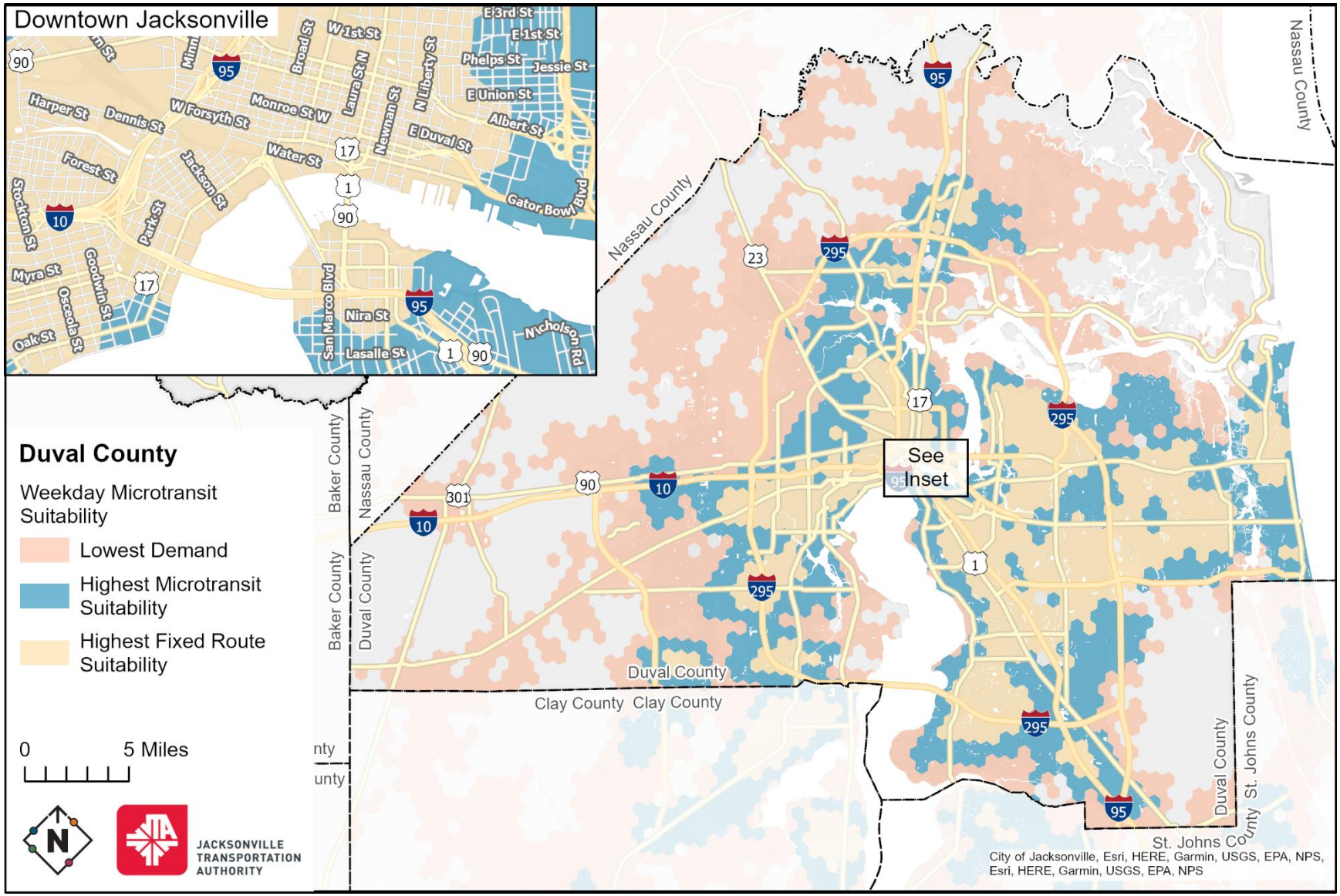


Figure 7-2: Microtransit Suitability for Clay County

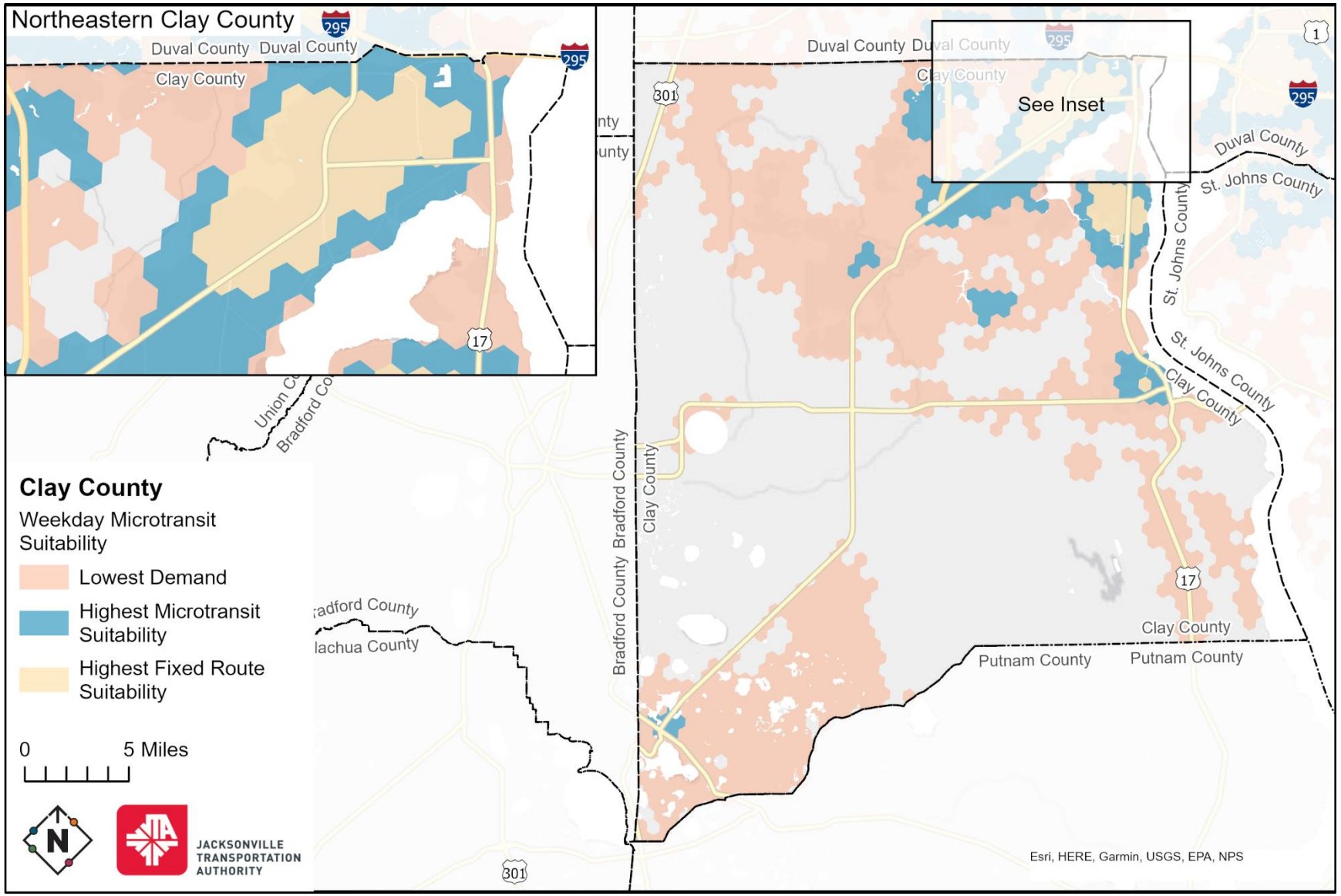
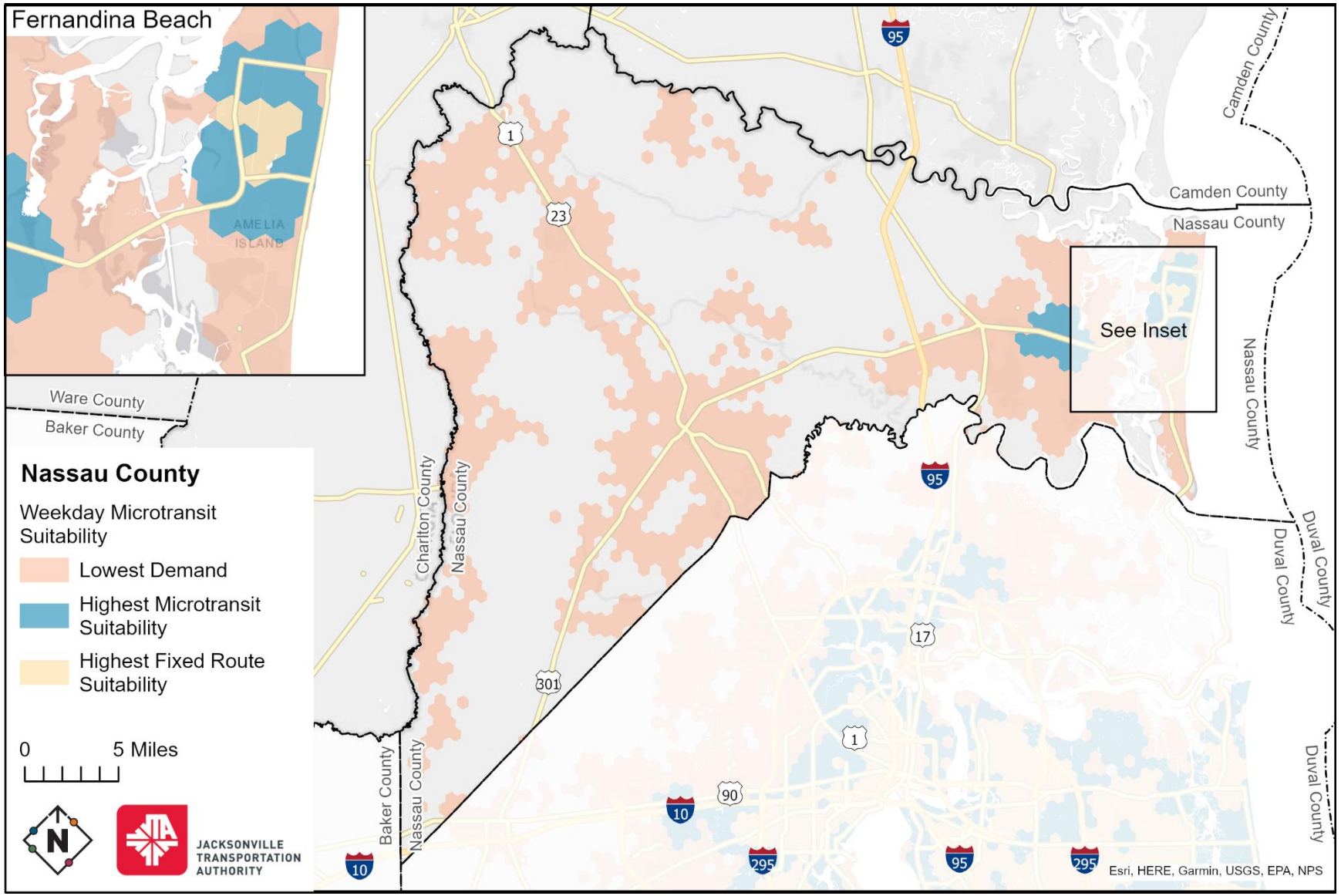


Figure 7-3: Microtransit Suitability for Nassau County



7.3.3. Peer Comparison and Trend Analysis

This TDP prepared a peer comparison and trend analysis in **Chapter 3: Existing Transit and Service Evaluation** to compare the service performance of JTA over time and among peer agencies.

Between fiscal years 2018 and 2022, JTA's passenger trips, passenger miles, vehicle miles, revenue miles, and revenue hours have all declined. While revenue hours and revenue miles have declined by less than 20 percent, passenger trips and passenger miles have each declined by over 50 percent. This decline in both service provided (revenue miles and revenue hours) and overall ridership (passenger trips and passenger miles) is likely attributable to the COVID-19 pandemic. This indicates that JTA has not brought levels of service back to pre-pandemic levels, but also that customers have not returned to transit. Importantly, from most of the trends presented, the biggest decrease happened between fiscal years 2019 to 2020 during the onset and height of the pandemic; the trend from 2021 to 2022 suggests that ridership may be recovering.

JTA is below the peer average for the number of passenger trips, passenger miles, revenue miles, vehicle miles, revenue hours, and route miles. However, the agency is above the peer group in terms of average passenger trip length. JTA has a similar number of vehicles available at maximum service compared to peers and operates fewer vehicles than its peers during maximum service. JTA's revenue miles per vehicles per maximum service is just below the peer average.

JTA also falls below its peers across the six service and service effectiveness measures. The agency operates fewer vehicle miles per capita, passenger trips per capita, passengers per vehicles in maximum service, passenger trips per revenue mile, and passenger trips per revenue hour compared to its peers.

7.3.4. Public and Stakeholder Engagement

The public engagement strategy for the Transit Development Plan (TDP) incorporated a comprehensive approach to gathering community input, utilizing both in-person and virtual engagement methods to ensure broad participation. In-person outreach included public meetings, pop-up events at key transit locations, and presentations to key stakeholders in the community allowing direct interaction with residents, transit riders, and stakeholders. Additionally, virtual engagement was facilitated through the PublicInput tool, using online surveys and interactive maps to expand access for a wider audience.

JTA staff also conducted joint outreach with the Northeast Florida Coordinated Mobility Plan to gather information for the goals and objectives for the TDP.

JTA staff have presented this TDP's recommendations to the TPO Board, Technical Advisory Committee (TAC), and Citizens Advisory Committee (CAC); as well as to each of the six Jacksonville Citizen Participation Advisory Committees (CPACs). These bodies have each been provided with detailed information about the proposed recommendations (e.g., the information included in **Appendix J: Recommendation Route Profiles**) and a web-based survey portal to provide detailed feedback that will ultimately be incorporated into revised service planning and prioritization as described in **Chapter 8: 10-Year Transit Plan.**

7.3.5. Workshops with JTA Employees

7.3.5.1. Service Planning Workshop #1

As part of the TDP process an initial service planning workshop for JTA employees, including transportation planners, transit station managers, and members of the Sustainability and Mobility Services divisions, was held on July 1, 2024. In this workshop, JTA employees and the project team discussed the agency's own assessment of its service area's dynamics and future. The attendees

conducted a trade-offs exercise and open-endedly discussed JTA's goals and vision for the next ten years. The meeting produced the TDP goals as well as the fundamental principles for recommendations.

7.3.5.2. Service Planning Workshop #2

The goals, objectives, and principles established at the Service Planning Workshop #1 were used to develop a long-term vision of service concepts, including route-level recommendations. The project team and JTA staff discussed items and particulars at regular intervals, and finally presented a comprehensive set of recommendations to JTA staff in a second service planning workshop on September 20, 2024. This meeting included JTA transportation planners, operations staff, and members of the Sustainability and Mobility Services divisions. In this workshop, JTA employees provided feedback to the project team on its proposed service concepts, helping to refine the concepts based on operational and other considerations. The project team developed these refined concepts into a set of long-term recommendations.

7.4. Long-Term System Concepts

This TDP includes many recommendations to improve the performance of JTA's fixed-route bus service, which forms the core of the transit network. In the next 10 years, additional transportation improvements in the region and continued evolution of transportation technology will further change the landscape of transportation in greater Jacksonville. This TDP envisions a range of long-term concepts for the evolution of the JTA transit system. Many of these concepts will require further study to develop and implement, and others may not be implementable within the 10-year horizon of this TDP.

A full description of the proposed network is in **Chapter 8: 10-Year Transit Plan.**

7.4.1. Conversion of ReadiRide into Microtransit

As mentioned in the Microtransit Suitability Analysis section above, increasing the extent of ReadiRide zones is instrumental in many of the long-term recommendations. Therefore, this TDP anticipates that JTA will develop a ReadiRide mobile application and procure appropriate underlying information infrastructure to implement a true microtransit solution.

Microtransit services can be generally grouped into either turnkey service or a technology platform:

- Turnkey service: An all-in contract to provide a given level of service based on parameters dictated by the agency. In this model, the vendor would provide the vehicles, drivers, and operations, in addition to the microtransit booking and dispatching platform.
- Technology platform: the agency pays for a software license from a company that improves vehicle dispatch on the back end and provides for ride requests via a smartphone app. The agency would retain control and responsibility for operations, providing vehicles and drivers.

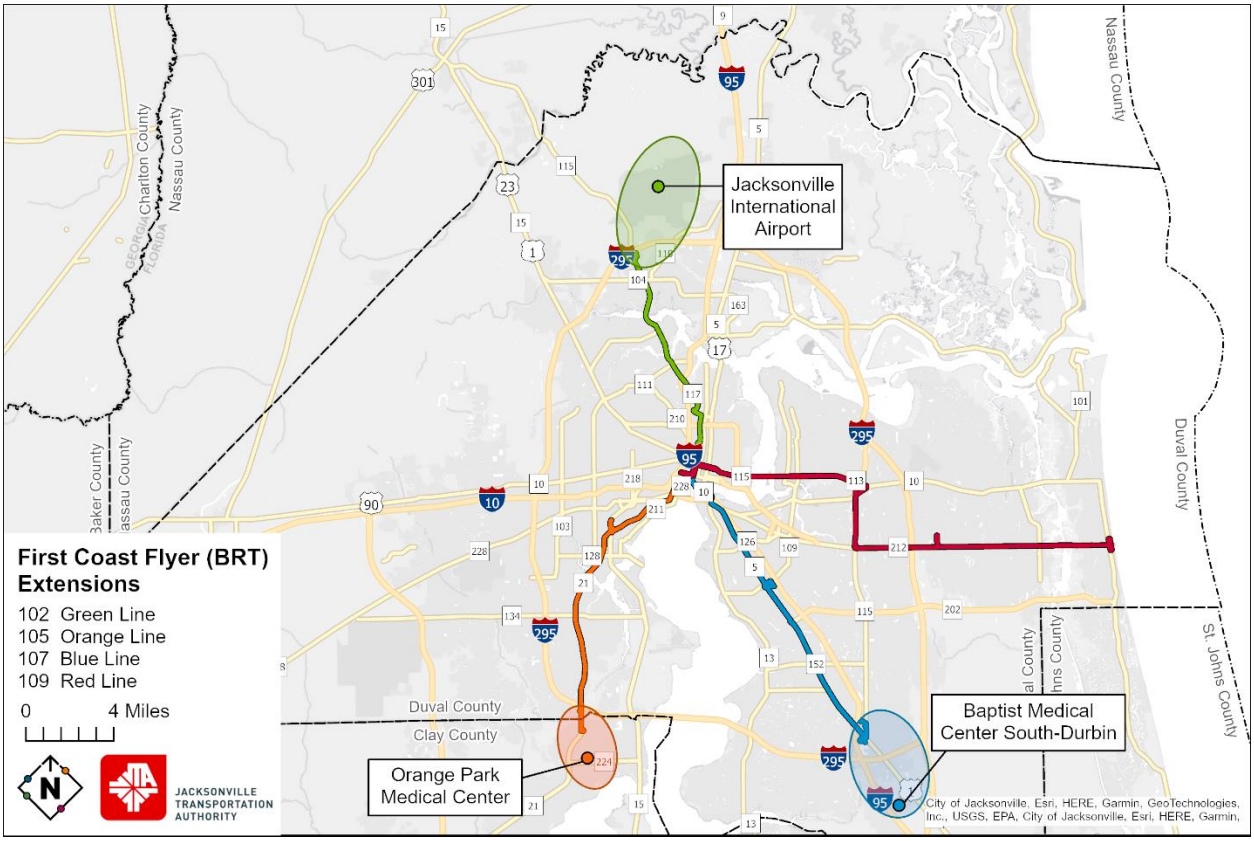
7.4.2. First Coast Flyer (FCF) Extensions

The long-term service recommendations for this TDP include increasing service frequency on the First Coast Flyer (FCF) routes, which form the spine of an integrated regional transit network. The service planning activities undertaken for this TDP identified potential extensions of FCFs based on service performance, connectivity to other routes and jurisdictions, and existing all-mode travel flows. These potential FCF improvements, shown in **Figure 7-4**, include:

- Extending the FCF Blue Line to Baptist Medical Center South-Durbin, to be paired with an added stop at this location on the St. Johns Express Select service.
- Extending the FCF Green Line to Jacksonville International Airport.
- Extending the FCF Orange Line to the Orange Park Medical Center.

These extensions would build on the expected success of increased FCF frequency, extending these connections into areas of existing and growing transit demand. In several cases, recommendations from this TDP pilot these extensions, most notably for the FCF Green Line extension to the airport.

Figure 7-4: Possible Future FCF Extensions



7.4.3. Fernandina Beach Shuttle

The Nassau County Transit Study and this TDP propose expanding JTA transit services in Nassau County. Future concepts may include introducing an oceanfront shuttle service in Fernandina Beach, serving a similar purpose as the revised Route 24 does in Jacksonville Beach and Neptune Beach.

7.4.4. Leverage the Benefits of Commuter Rail

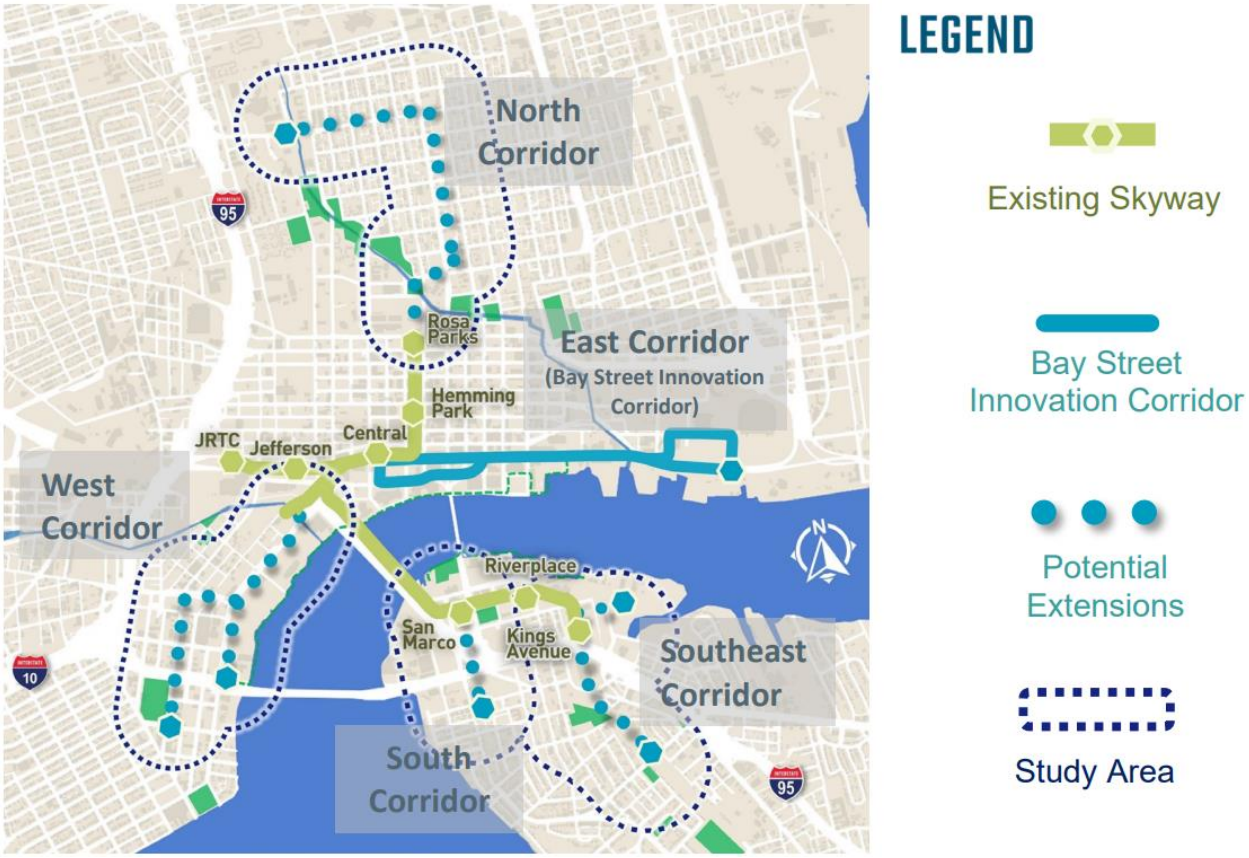
JTA continues to analyze opportunities for commuter rail to address rising congestion and provide an efficient and cost-effective addition to its transportation services. A 2009 study by JTA identified three preferred service corridors for commuter rail into downtown Jacksonville: a North Corridor to Yulee, a Southwest Corridor to Green Cove Springs, and a Southeast Corridor to St. Augustine. JTA continues to study the Southeast corridor, which would address travel needs between Jacksonville and St. Augustine in St. Johns County along the congested I-95 corridor.

While study of the service continues, service plans for commuter rail on this southeast rail corridor are reflected in systemwide ridership estimates for 2030. Proposed stations at major activity centers along I-95 such as the Avenues, Baymeadows Road, and at the JRTC already enjoy nearby service by First Coast Flyer Blue and other JTA routes, but additional effort will be required to connect commuter rail into the JTA system. As it continues its efforts to launch commuter rail service, JTA should undertake efforts to develop a feeder bus plan that leverages these new transportation investments.

7.4.5. Continue the Transformation of the Skyway into the Ultimate Urban Circulator and Testing of Autonomous Vehicle Concepts

The Skyway Modernization Program and related U²C investments will provide new connectivity within downtown Jacksonville and its immediate vicinity on modern, autonomous shuttles. The first phase of these improvements will create a corridor for autonomous vehicles to travel between the Sports Complex along Bay Street to the JRTC along a mix of ground-level and elevated transitways. The second phase will involve converting the existing Skyway structure and stations into an elevated AV roadway, as well as a street-level connection to Phase 1. The third and final phase will involve neighborhood extensions of the U²C, as shown in **Figure 7-5**.[2] This TDP includes some of these developments in its recommendations. As study of U²C opportunities continues, JTA should continue to refine its estimates of phasing, operating and capital costs and ensure these estimates are reflected in future TDP Annual Updates.

Figure 7-5: Skyway Expansion Study Areas

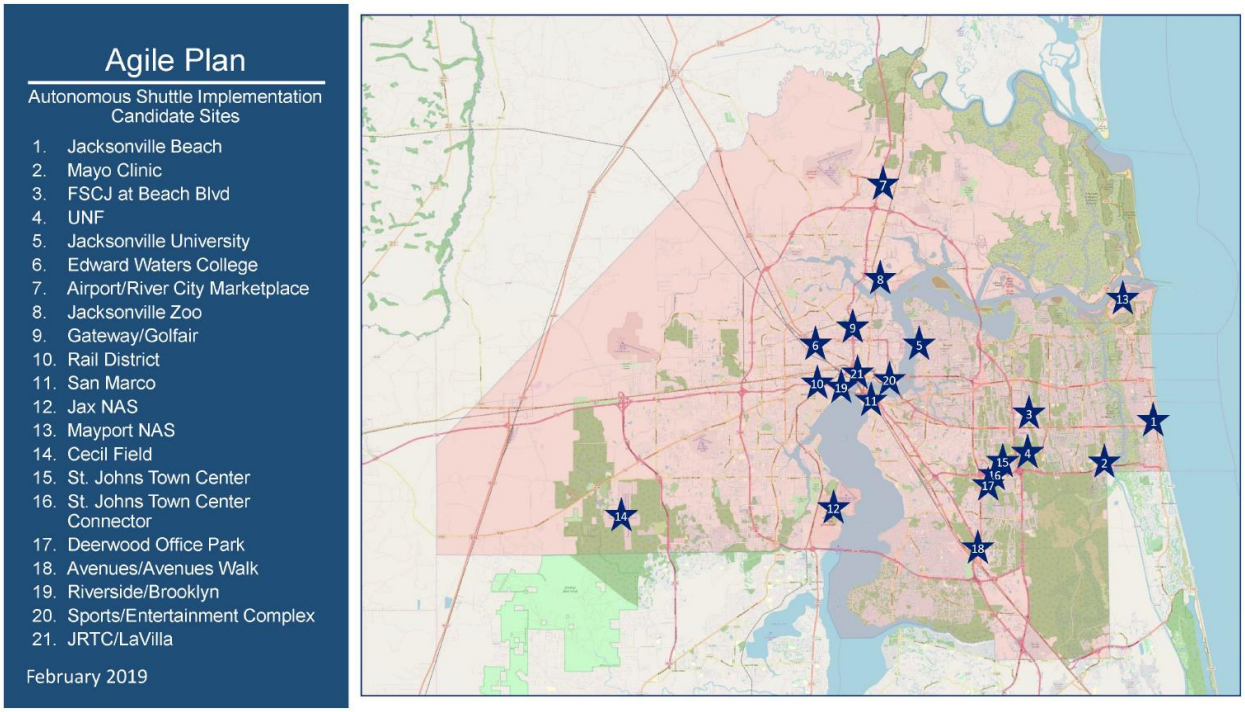


Beyond the U²C program, JTA continues to seek opportunities to make use of autonomous vehicles in other areas of the region. The in-development JTA Agile Plan is identifying candidate sites where short alignments for autonomous vehicle routes could address mobility needs, such as on the campuses of University of North Florida or between major destinations at St. Johns Town Center. The routes are intended to be implemented with minimal infrastructure investment and only two vehicles. As it analyzes opportunities for autonomous vehicle deployment, JTA should continue to prioritize service concepts that

[2] Source: https://u2c.jtafla.com/media/3fcdzcom/1_jta_skyway_system_expansion_tcar2_report_final-march-_25_2020.pdf

provide a first and last mile connection between transit services and major destinations. Possible locations for Agile Routes are shown in **Figure 7-6**.

Figure 7-6: Agile Plan – Autonomous Shuttle Implementation Candidate Sites



7.4.6. Begin a Vanpool Program

Jacksonville is the largest city in the continental United States by area, with a size of almost 875 square miles. As growth continues in Duval County's neighboring counties, services that meet the needs of long-distance commuters traveling from these lower density areas into Jacksonville will become necessary. In addition, workers at Jacksonville's industrial parks and major activity centers may have shift start and end times outside the span of service for typical transit services.

For workers with unique commuting challenges that are not easily addressed by fixed route transit, a vanpool program administered by JTA may be part of the solution. Vanpool programs administered by transportation agencies help commuters find others who are traveling to the same destination. These commuters then share a ride in a van driven by a member of the group and split the costs of fuel and maintenance. To further lower the cost to participants, the vehicle used in the vanpool is leased at a subsidized rate through a vanpool program or from an employer.

Such a program would also benefit other commuters in the Jacksonville area and JTA itself. A vanpool program may be a more cost-effective alternative than fixed route transit to JTA for small groups of commuters. These services may also be more readily implemented for commuters whose trips begin far from Duval County, such as individuals in Keystone Heights (Clay County) traveling to Gainesville (Alachua County). Other regional commuters would benefit as vanpools remove single-occupancy vehicles from the road, lessening congestion.

This would deliver on policy recommendations discussed in the MOVE2027 plan's transportation demand management (TDM) tactics that would encourage neighborhood-based mass transportation solutions aside from fixed-route transit.

In analysis for this TDP, Jacksonville-area workforce development programs have expressed an interest in using vanpools to connect participants in workforce development programs with jobs at major regional employers. Suggested origin and destinations for vanpools based on the home residences of workforce development program clients and major employers are suggested in **Table 7-2**. Once a vanpool program is established, a ridematching program would help to determine which pairs of origins and destinations could support a vanpool.

Table 7-2: Origin and Destinations for Vanpool Programs (Suggested)

Residential Origin Locations (Zip Codes)	Workplace Destination Locations
Urban Core (32206, 32208, 32209)	JAX Airport and Vicinity
Northside (32218)	Westside Industrial Park
Westside (32210, 32244)	Commonwealth-Lane Industrial Parks
Arlington (32211, 32225, 32246)	Cecil Airport and Vicinity
Southside (32216, 32256)	Memorial Hospital
	Southpoint
	St. Johns Town Center
	Mayo Clinic
	The Avenues
	Baptist Medical Center - Flagler Center

JTA should conduct a follow-up study to design a vanpool program to be administered by the agency. Such a program should partner with area workforce development agencies, major employers, and commuters at large to match commuters into vanpools and consider leasing vehicles with a subsidy to vanpool participants.

7.4.7. Continue to Maintain and Improve the St. Johns River Ferry

JTA assumed ownership of the St. Johns River Ferry in March 2016 as well as the responsibility to operate, maintain, repair, and improve the service over time. JTA has made several capital improvements since acquiring the ferry, including visual improvements to the Fort Meyers and Mayport Village landings, slip wall improvements, the removal and replacement of aging terminal bridges and bulkheads, installation of a high security fence, and others. JTA also introduced mobile ticketing through the myJTA application and the ferry has seen steady growth in ridership since the acquisition. The ferry provides an essential connection between the north and south ends of Florida State Road A1A, a major highway in Northeast Florida, creating a 0.9-mile voyage across the St. Johns River out of an otherwise 24-mile detour to Interstate 295 and the Dames Point Bridge. JTA wants to reduce the headway of the service from 30 minutes to 20 minutes to improve this connection. Doing so would require an additional ferry but could also improve reliability of the service if unintended maintenance is needed on the only vessel currently in operation.

JTA has also conducted a Ferry Vessel Replacement Feasibility Study, which recommended a new diesel electric hybrid ferry vessel to become the ferry service's primary vehicle, with the existing vehicle to be used as a relief vessel during high demand periods, or while the new vehicle is undergoing maintenance.[3]

7.4.8. Develop Additional First- and Last-Mile Services

JTA provides several different existing transit options as first- and last-mile solutions, including the Skyway system in the Downtown area, several specialty shuttle options, and ReadiRide on-demand service. Shortly, the U^{2}C service will also be implemented, providing a driverless first-last-mile transit option also in the Downtown area. However, there are a number of other solutions that JTA should explore in an effort to provide and market transit services for the first-last-mile of existing and potential passengers' transit trips. Some of the following concepts are services that can be considered for implementation in the Jacksonville region, some are capital investments aimed towards increasing access to transportation, while others are marketing or policy strategies that will help to increase the attractiveness of transit as a modal alternative.

7.4.8.1. Service Solutions

Private Shuttles

Private shuttles, typically operated by one company or a group of organizations located in proximity to one another, are cost-effective solutions that extend transit service coverage without impacting JTA's operating budget. These shuttles can be established either through the interest of the partnering organizations or through the administration of a third party (often a TMA or a for-profit service provider), with the costs split between each of the partnering organizations. The private shuttle routes will match the explicit need of each partner organization and should be established to provide point-to-point service between existing transit options and each company's front door.

JTA could consider marketing private shuttles to the larger companies that exist in the region and should consider incentivizing the concept.

Transportation Network Companies

Transportation Network Companies (TNCs) include app-based, on-demand ride-hailing platforms such as Uber and Lyft. At their core, TNCs facilitate the matching of individuals in search of transportation with drivers willing to provide the service for a fee. TNCs are already broadly used in Jacksonville, with hundreds of trips taken and provided by private citizens daily. However, other communities have shown that TNCs can support the goals of public transit agencies as well.

Partnerships between TNCs and transit agencies are an area of emerging practice whereby a subsidy is paid to lower the cost to end users. Based on a recent Transit Cooperative Research Program (TCRP) study, transit agencies are partnering with TNCs for a variety of reasons, including the following:

- Providing a first-last mile connection to other transit services
- Improving the customer experience
- Supplementing an existing service
- Providing same-day mobility options for paratransit customers
- Reducing the cost of providing paratransit
- Providing service at a new time
- Providing service to transit deserts or to transit-dependent riders

[3] Source: https://jtamobilityworks2.com/wp-content/uploads/2024/08/JTA_Ferry_Replacement_Fesaibility_Study_7-2-2024.pdf

- Providing connections to activity centers such as health and human services, education-training facilities, employment centers, and more
- Improving healthcare outcomes
- Demonstrating innovation

TNC partnerships can be structured in a variety of ways, and since public money is being used, the subsidy's use is usually restricted to a handful of promising use cases. Generally, applicable use cases are those where fixed-route service is not available (e.g., late-night service), and can be classified in the following ways:

- Geofenced fixed subsidy: An agency provides a fixed subsidy for TNC trips within a defined zone or area only. As the subsidy is fixed, the total price to the passenger may vary by trip.
- Geofenced fixed price: An agency provides a subsidy to ensure a fixed price for TNC trips within a defined zone or area. As the trip price is fixed, the subsidy paid by the agency may vary by trip.
- Fixed price to specific hubs: An agency provides a subsidy to ensure a fixed price for TNC trips connecting to transit centers or other key activity centers.
- Time-bounded subsidy: An agency provides a subsidy for TNC trips during specific time periods only (e.g., late-night or off-peak), when fixed-route service is limited or not available (**Figure 7-7**).

Figure 7-7: Example of Time-Bound TNC Subsidy Program (Detroit, MI)



TNCs can also be used to supplement paratransit service. Eligible paratransit users can be given the option of using a TNC for a medical appointment or other approved trip purposes, rather than scheduling a ride on a paratransit vehicle. For JTA, subsidized TNC service could offer the following benefits:

- Expand service coverage to relatively low-density residential neighborhoods.
- Provide late-night service for job access.
- Replace poorly performing fixed-route service.
- Reduce paratransit costs.

7.4.8.2. Capital-Policy Solutions

Sustainable Amenities

A developer-oriented carrot like a zoning incentive can encourage property developers to install items that encourage the exploration of transportation alternatives, such as:

- Secure bike parking and storage facilities.
- Transit displays and information kiosks.
- Showers for business and industrial use.
- Tourist- and event-specific signage.
- Electric vehicle charging stations.

Bicycles, Scooters, Pedestrians, and Others

The City of Jacksonville can develop policies that encourage the exploration of alternative modes of transportation while increasing the visibility of transit as an option. As people become more comfortable with one form of alternative transportation, other forms become easier to explore.

8. 10-YEAR TRANSIT PLAN

8.1. Introduction

This chapter presents the results of the recommendation development process outlined in **Chapter 7: Long-Term System Concept**. It outlines changes in route categorizations since the previous TDP, presents maps of each new category's proposed routes, and finally presents the phasing, packaging, and scoring methodology used to determine the timing and manner these recommendations will be implemented.

8.2. 10-Year TDP Alternatives

Fixed-route and demand-response recommendations were developed through a series of service planning sessions and workshops. These efforts leveraged the qualitative and quantitative data developed through earlier project task work and other recent planning and development efforts. These unconstrained recommendations, which were vetted through additional public outreach and stakeholder input, will be phased into service over a 10-year period based upon expected ridership and performance impacts, subject to JTA budget constraints. The maps that follow summarize the alignments and levels of service provided by these recommendations at the systemwide level. These tables and maps represent service if all recommendations from the visionary network are implemented within the plan's 10-year implementation horizon.

8.2.1. Service Types and Standards

These recommendations are accompanied by several changes in the service type categories since the previous TDP, as well as a more simplified method of defining service types. For example, the "Mainline" type has been merged with "Connector" and defined as having service every 30 minutes or better, since there are no longer any routes without this frequency except Express Select. The previous "Limited Connector" type has been replaced with "Circulator" to better describe these routes' purposes as limited-purpose circulators/shuttles. There is also a new "Coverage" service type to describe routes providing geographic coverage but not the service span of Connector routes. Additionally, "Express" service has been renamed "Express Select". Finally, the "Clay Community Transportation" routes, which have since been rebranded as "Clay Flex", are now simply "Flex" to reflect the expansion of the service area and include the new proposed Nassau Flex routes.

Table 8-1 shows the previous 2019 TDP service types and standards, while **Table 8-2** shows the updated service types and standards under which the following TDP recommendations are categorized.

Table 8-1: 2019 TDP Service Types and Standards

Service Type	Frequency	Service days	Span of Service	Stop Spacing
First Coast Flyer (BRT)	30 minutes	Every day	5:30 a.m. – 11:30 p.m.	1 - 2 per mile
Frequent	10-15 minutes	Every day	5:00 a.m. – 12:00 a.m.	3 - 4 per mile
Mainline	30 minutes	Every day	6:00 a.m. – 10:30 p.m.	5 - 7 per mile
Connector	60 minutes	Every day	6:00 a.m. – 8:00 p.m.	5 - 7 per mile
Limited Connector	4-5 trips/day	Weekday only	Peak only	Limited
Express and Express Select	4-5 trips/day	Weekday only	Peak only	Limited
Clay Community Transportation	60 minutes	Weekday only	5:45 a.m. – 7:00 p.m.	1 - 2 per mile
ReadiRide Zone	By reservation	Monday-Saturday	6:00 a.m. – 7:00 p.m.	By zone

Table 8-2: 2024 TDP Service Types and Standards

Service Type	Weekend Service	Weekday Service After 8pm	Weekday Frequency 30 Minutes or Better	Peak Weekday Frequency 20 Minutes or Better
First Coast Flyer (BRT)	Yes	Yes	Yes	Yes
Frequent	Yes	Yes	Yes	Yes
Connector	Yes	Yes	Yes[1]	No
Coverage	Yes	No	Yes	No
Circulator	Yes	No	Yes	No
Express Select	No	No	No	No
Flex	Yes	Yes	Yes	No
ReadiRide Zone	Saturday only	Yes	By reservation	By reservation

Figure 8-1 through **Figure 8-8** illustrate recommended alignments of routes by service type. **Figure 8-9** highlights locations of proposed ReadiRide services. **Figure 8-10** depicts headways by route, illustrating where more frequent service can be found.

[1] Except Routes 27 and 31, which have weekday service every 60 minutes.

Figure 8-1: First Coast Flyer (BRT) Routes

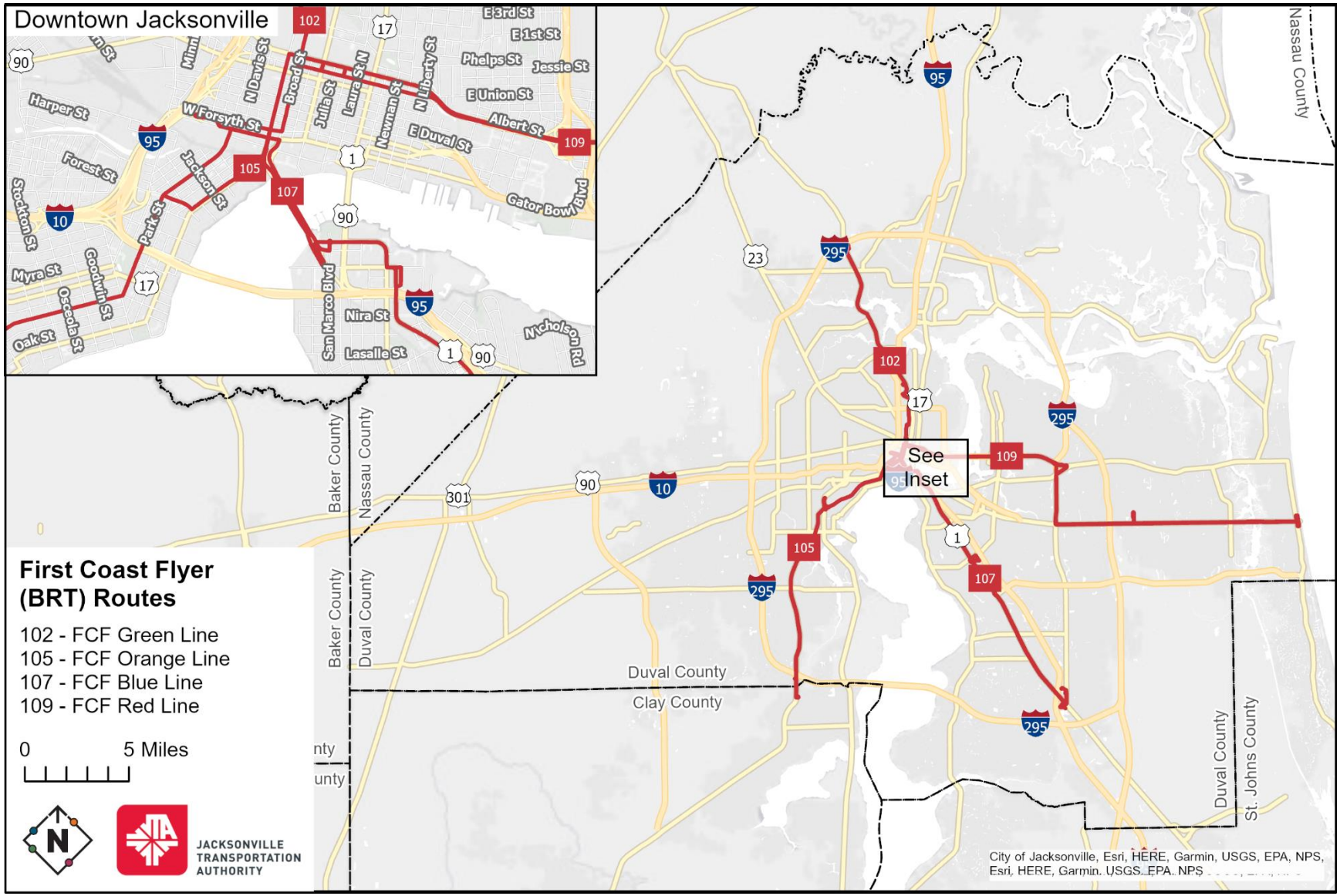


Figure 8-2: Frequent Routes

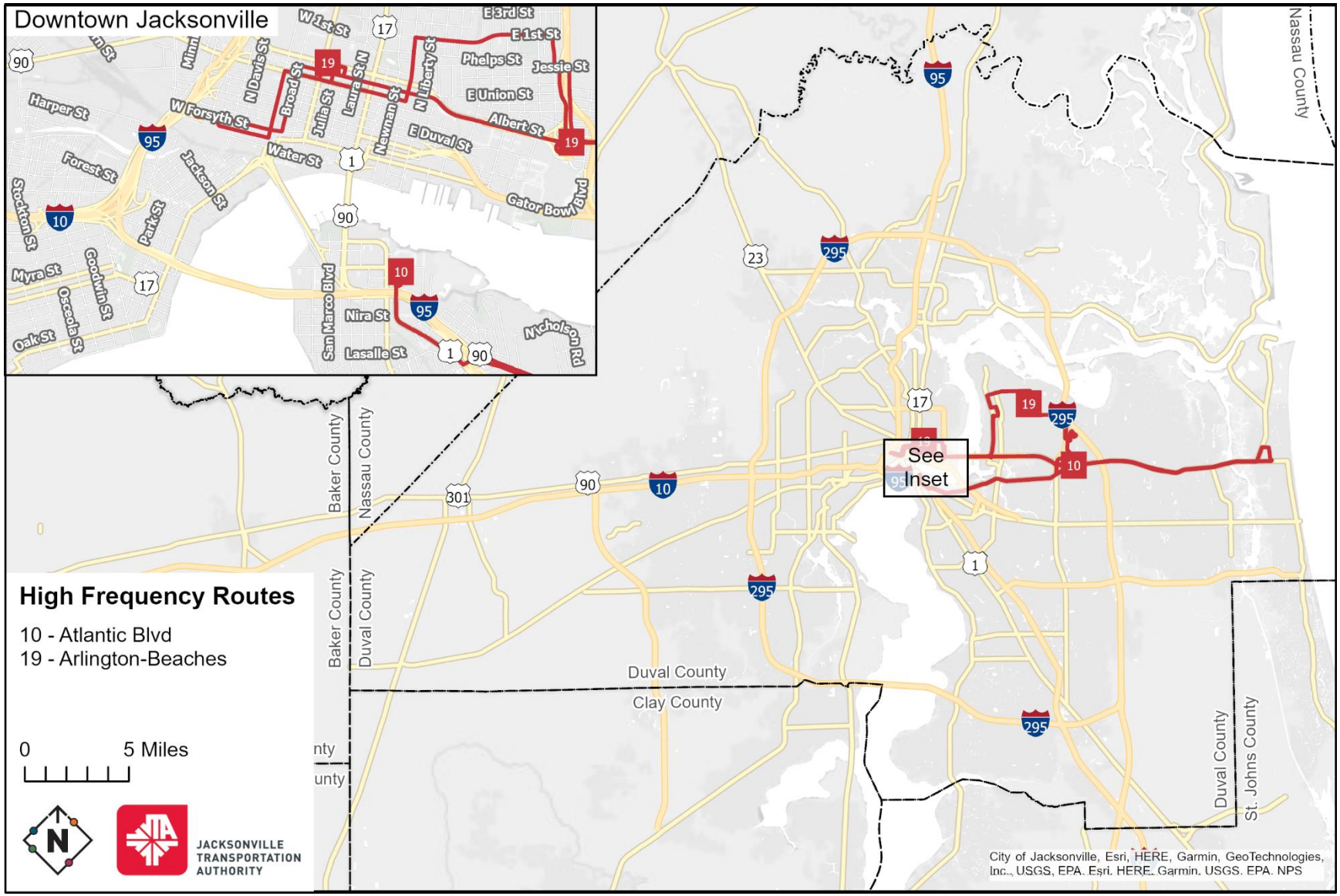


Figure 8-3: Connector Routes

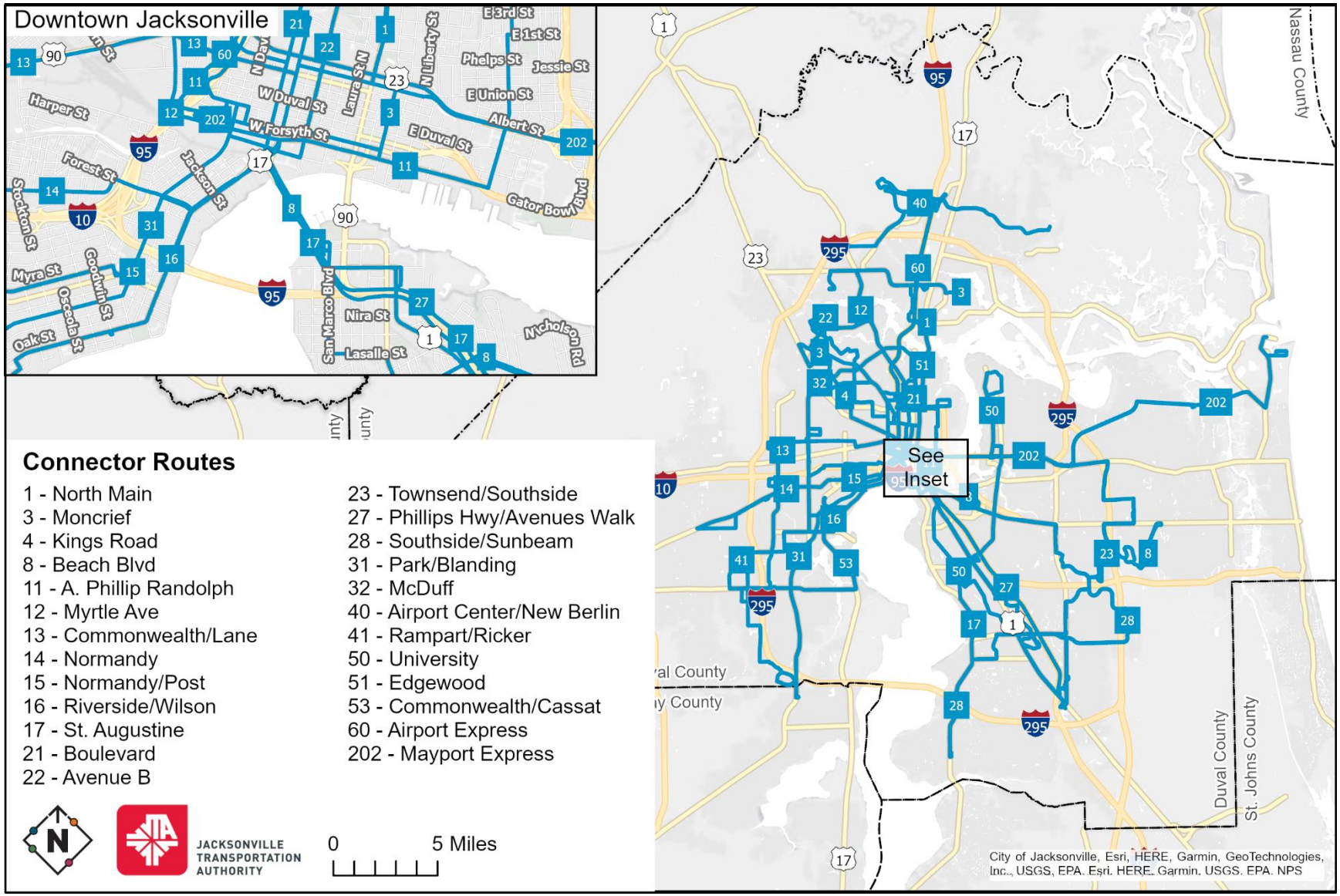


Figure 8-4: Coverage Routes

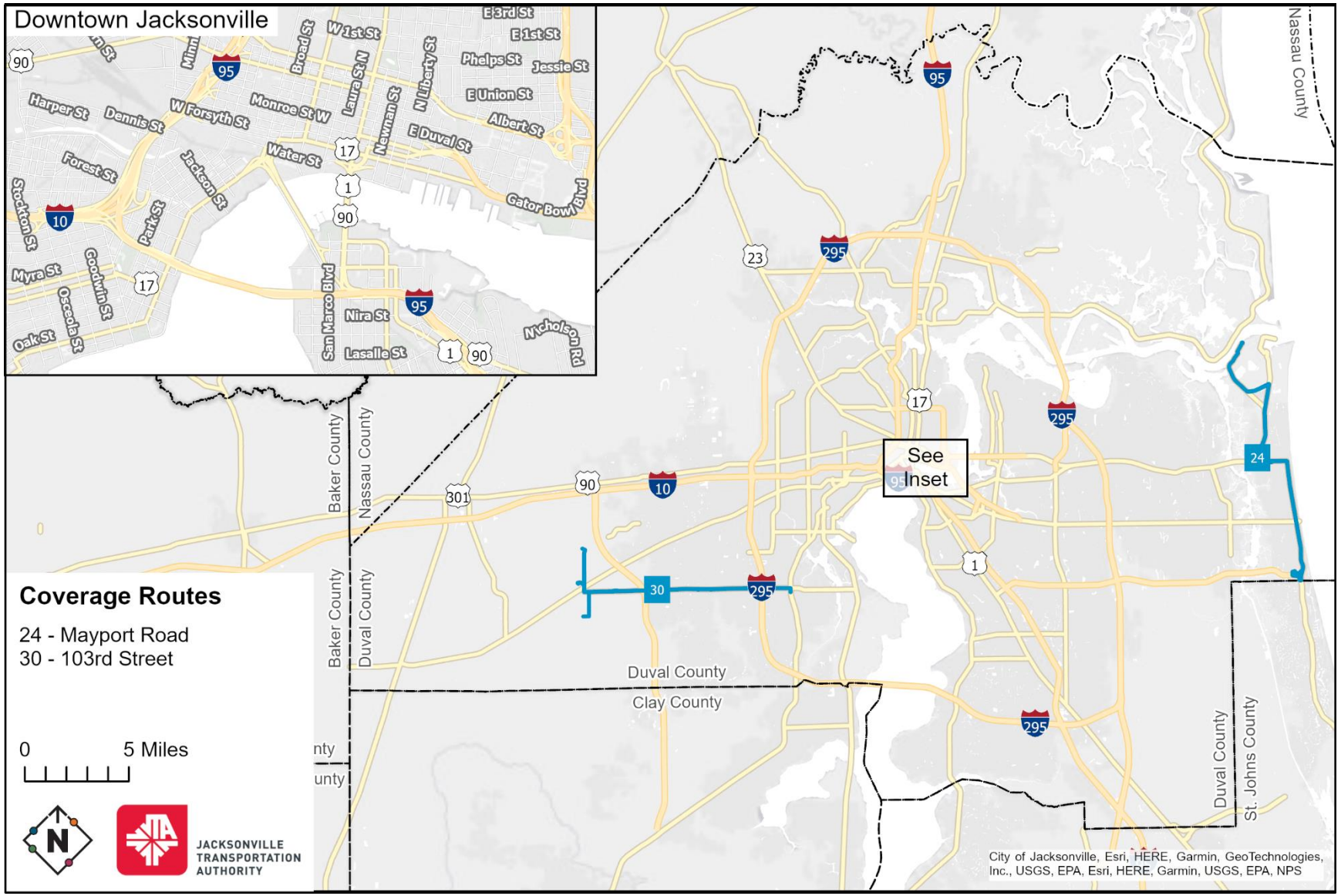


Figure 8-5: Circulator Routes

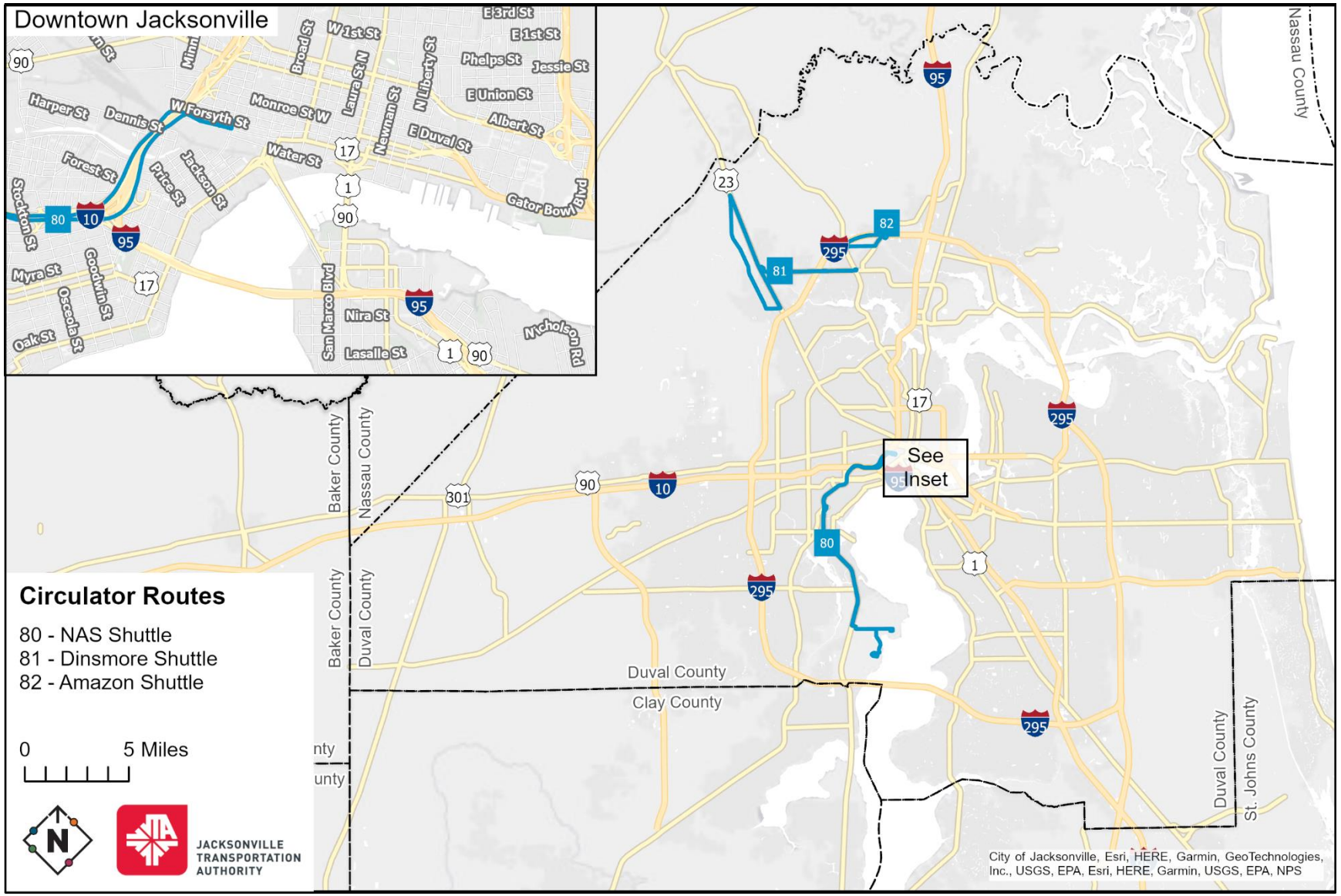


Figure 8-6: Express Select Routes

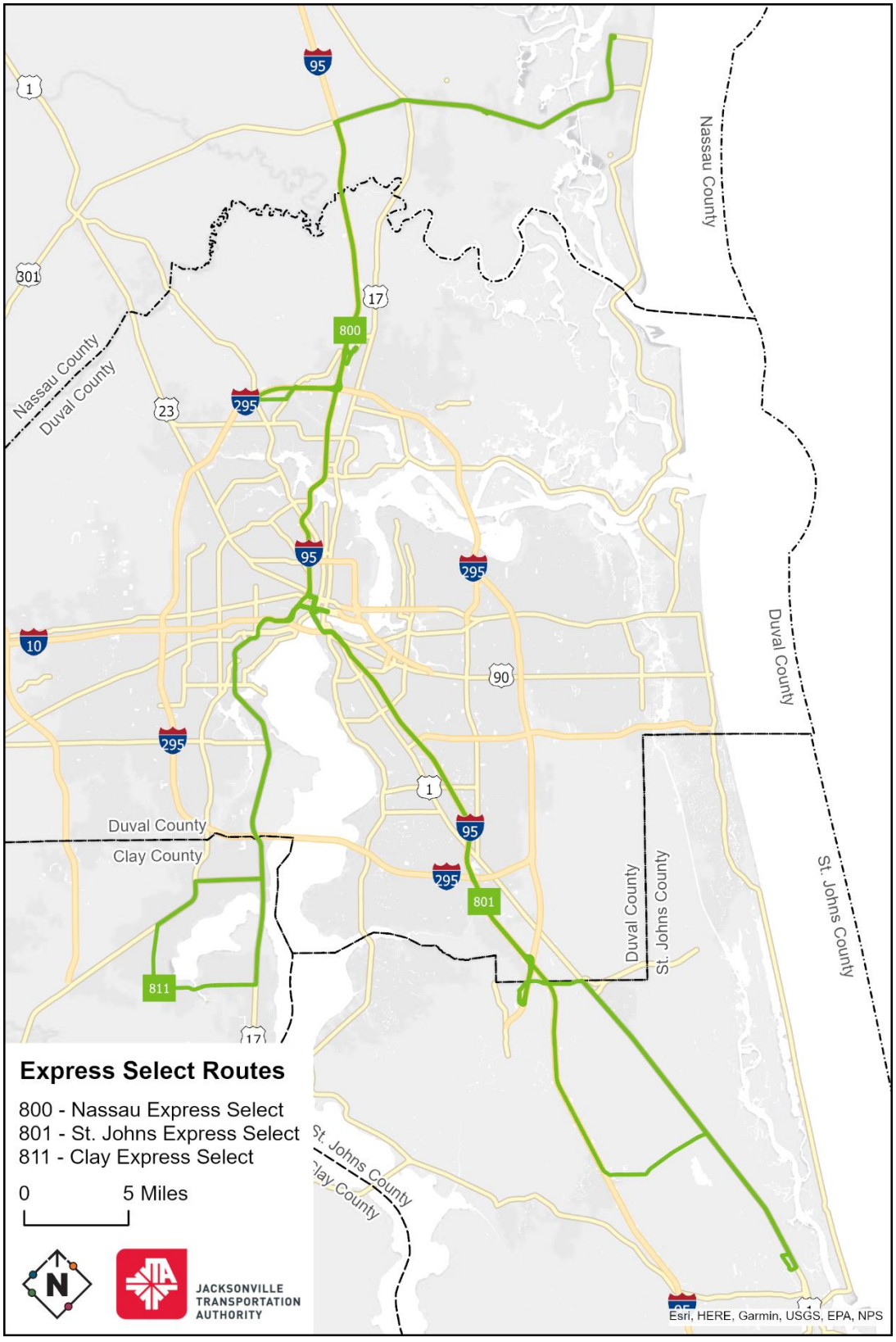


Figure 8-7: Flex Routes – Clay County

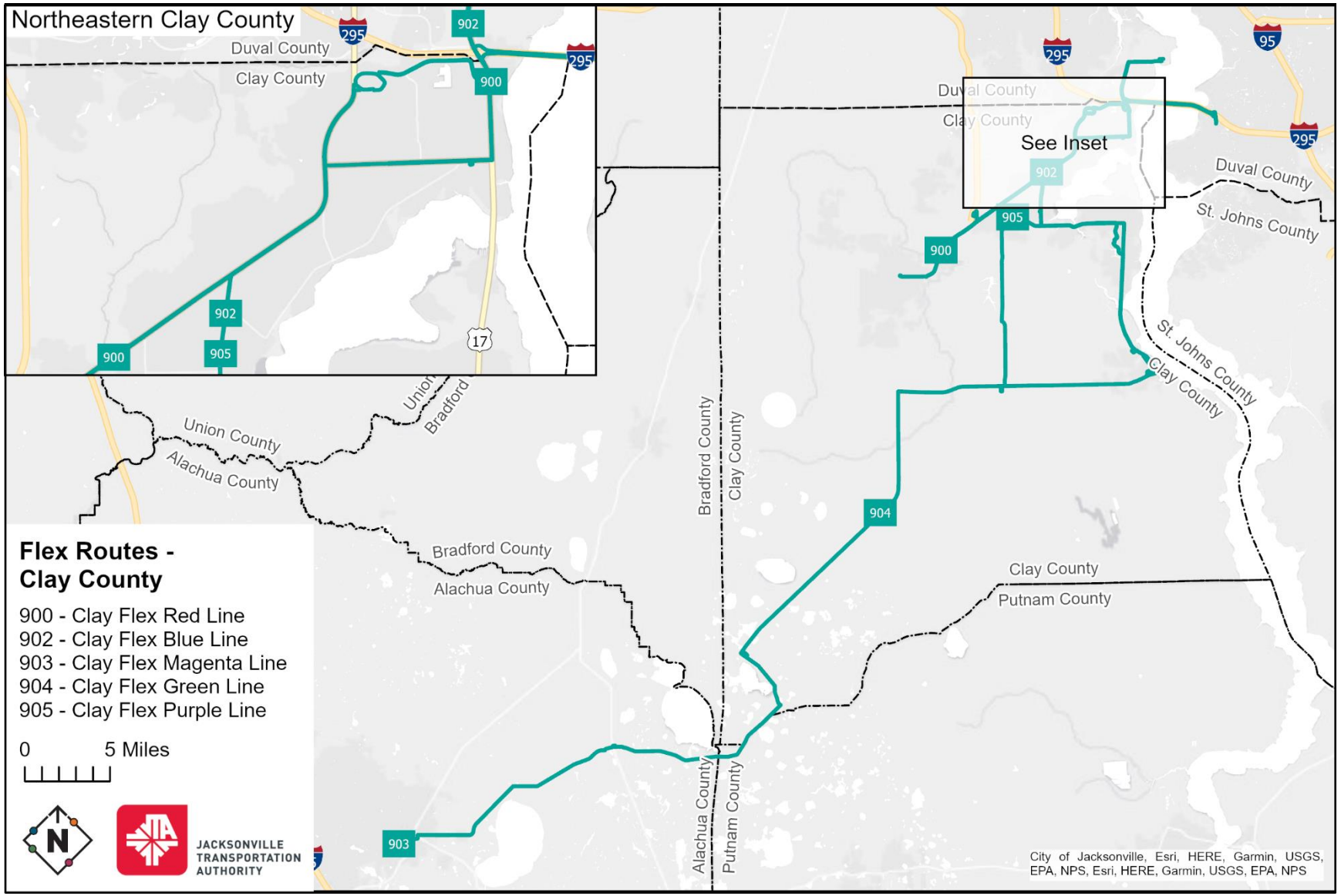


Figure 8-8: Flex Routes – Nassau County

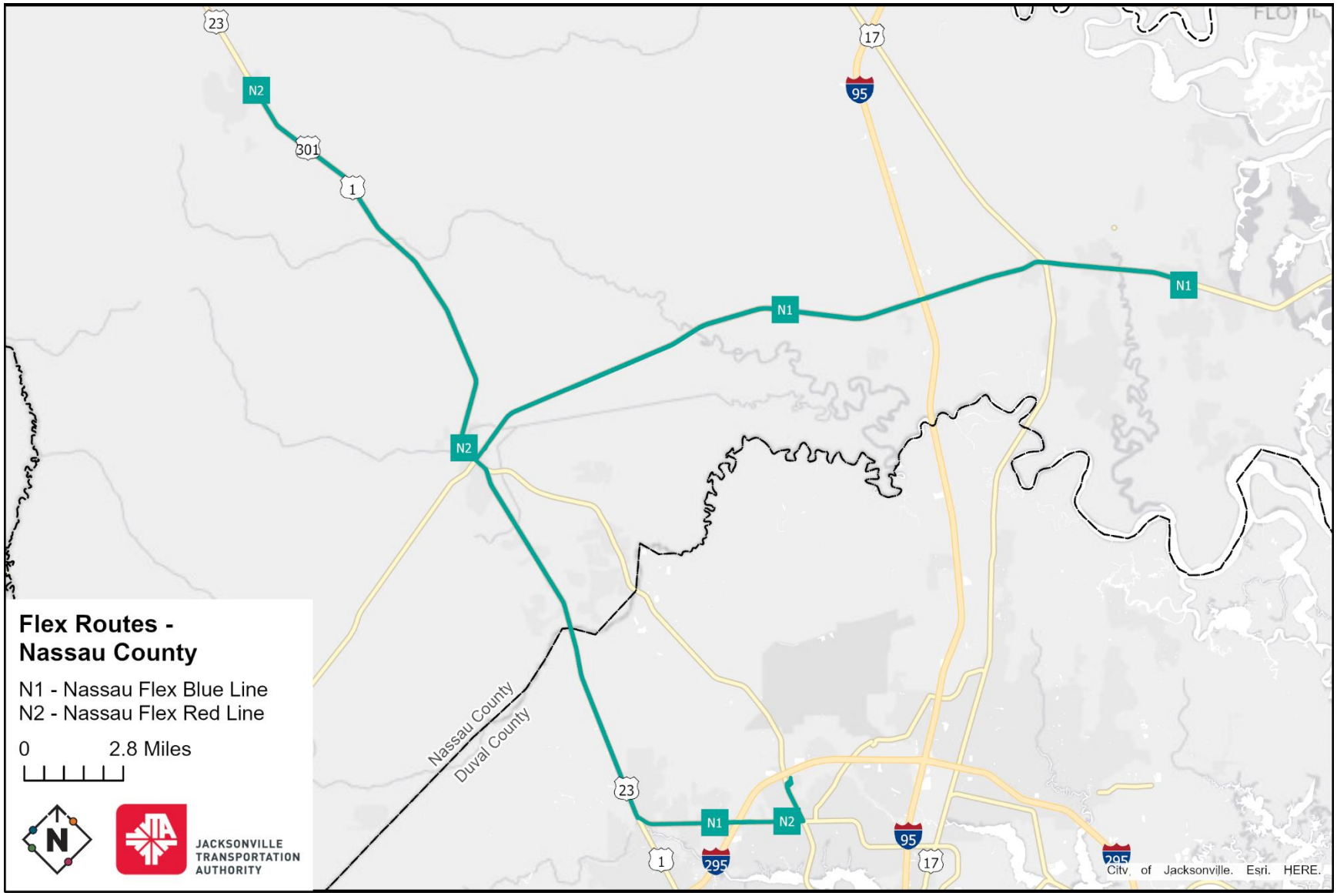


Figure 8-9: ReadiRide Zones

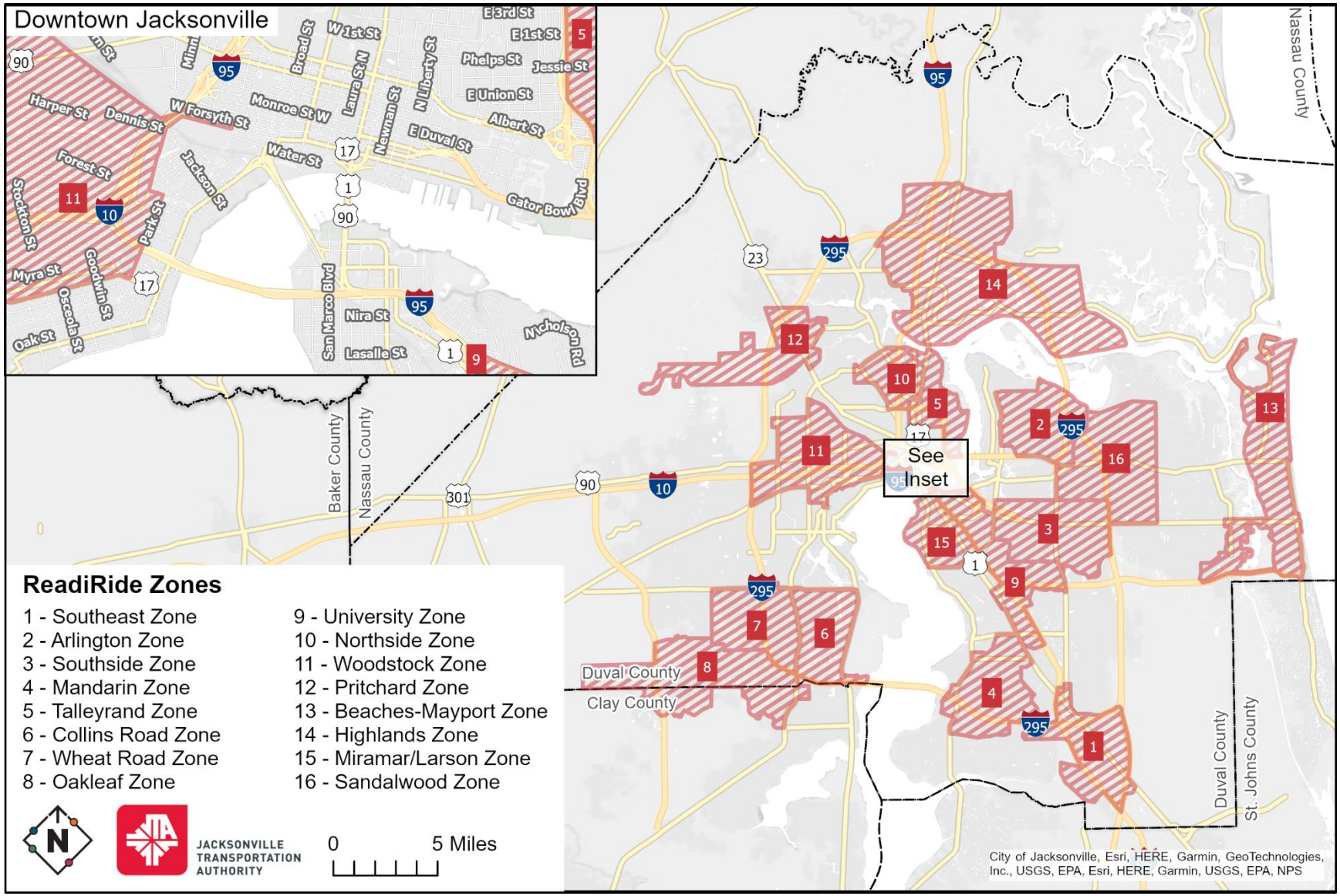
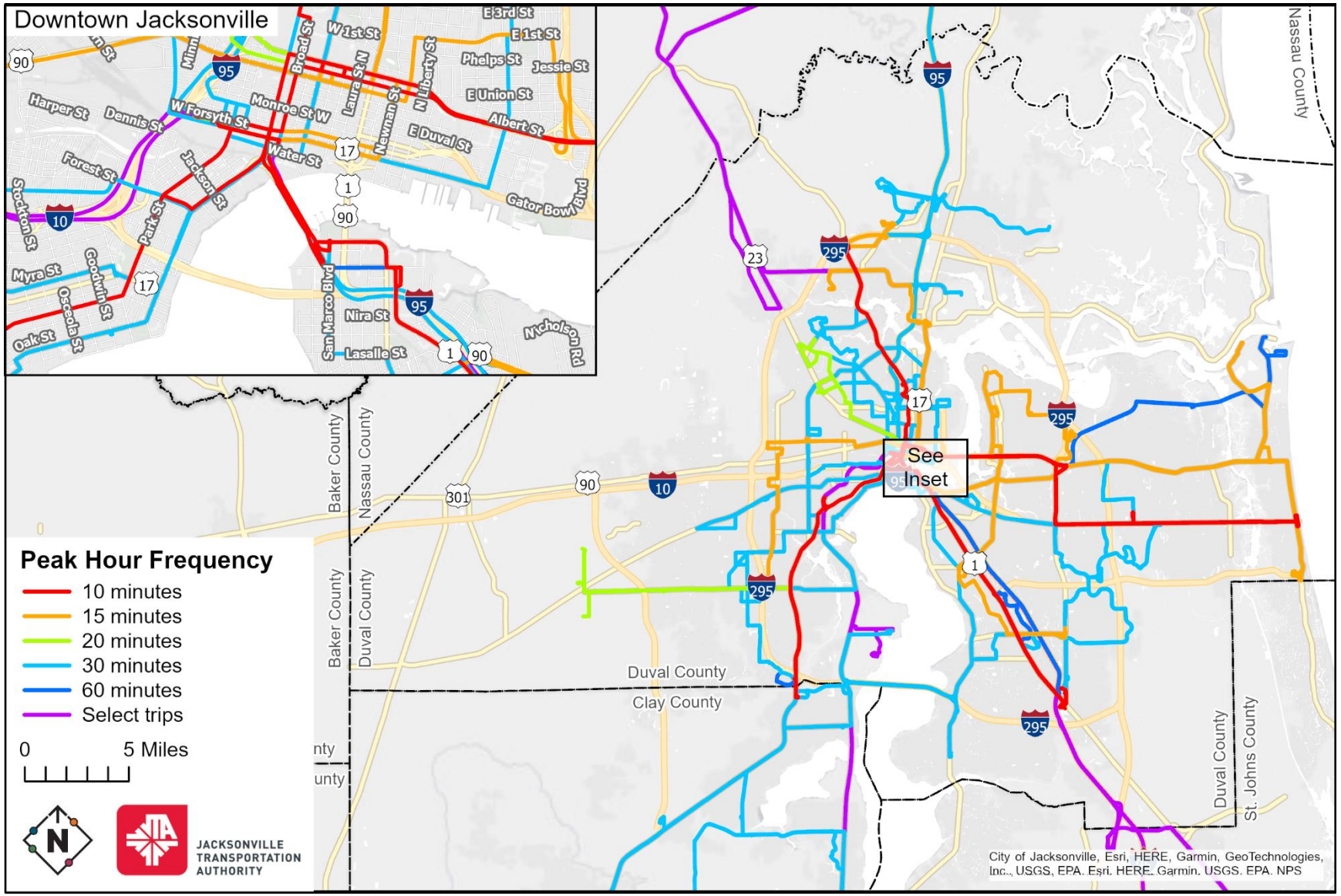


Figure 8-10: Peak Hour Headways



8.2.2. Route Characteristics

Key destinations and end points of each fixed-route service are presented in **Table 8-3**, with headways and spans of service shown in **Table 8-4** and **Table 8-5**, respectively. Additional detail and justifications for route proposals may be found in **Appendix J: Recommendation Route Profiles.**

Table 8-3: Route Destinations

Service Type	Route	Destinations
First Coast Flyer (BRT)	102 - FCF Green Line	Downtown, Gateway Hub, Armsdale Hub
	105 - FCF Orange Line	Downtown, FSCJ Kent, Orange Park Mall
	107 - FCF Blue Line	Downtown, University Hub, Avenues Walk
	109 - FCF Red Line	Downtown, Regency Square Hub, Jax Beach
Frequent	10 - Atlantic Blvd	Kings Avenue Hub, Regency Hub, Atlantic Village
	19 - Arlington-Beaches	Downtown, Regency Hub, Rosa Parks Hub, Woodland Acres, Jacksonville University
Connector	1 - North Main	Downtown, FSCJ North
	3 - Moncrief	Downtown, Soutel Hub, Dunn Avenue
	4 - Kings Road	Downtown, Edward Waters University, Amtrak, Soutel Hub
	8 - Beach Blvd	Downtown, St. Johns Town Center, UNF, Kernan Square
	11 - A. Phillip Randolph	Downtown, Talleyrand
	12 - Myrtle Ave	Downtown, Gateway Hub, Golfair Hub, Lem Turner
	13 - Commonwealth-Lane	Downtown, West Jacksonville, Oak Hill
	14 - Normandy	Downtown, Normandy
	15 - Normandy-Post	Downtown, Riverside, Murray Hill, Normandy
	16 - Riverside-Wilson	Downtown, Riverside, Lakeshore, Jacksonville Heights
	17 - St. Augustine	Downtown, Marbon Hub. South Jacksonville, Mandarin
	21 - Boulevard	Downtown, Gateway Hub, Golfair Hub,
	22 - Avenue B	Downtown, Mid-Westside, Sherwood Forest
	23 - Townsend-Southside	Avenues Hub, St. Johns Town Center, FSCJ South, Regency Hub
	27 - Phillips Hwy-Avenues Walk	Downtown, Avenues Hub, JTB Hub, Kings Avenue Hub, University Hub
	28 - Southside-Sunbeam	Sunbeam, St. Johns Town Center, UNF, Kernan Square
	31 - Park-Blanding	Downtown, Orange Park Mall
	32 - 45th-Golfair-21st	Amtrak, Gateway Hub, Golfair Hub, Talleyrand
	40 - Airport Center-New Berlin	Armsdale Hub, Airport, River City Marketplace, Sheffield Park
	41 - Rampart-Ricker	Orange Park Mall, Oak Hill Park
	50 - University	University Hub, St. Augustine Road, University Club Estates, Jacksonville University, Deerwood Village
	51 - Edgewood	Gateway Hub, FSCJ Kent, Edgewood, Lake Forest
	53 - Commonwealth-Cassat	Oak Hill Park, Hillcrest, West Jacksonville
	60 - Airport Express	Downtown, River City Marketplace, Airport

Service Type	Route	Destinations
	202 - Mayport Express	Downtown, A1A & Wonderwood Hub, Mill Cove Hub, Regency Hub, Rosa Parks Hub, East Mayport
Coverage	24 - Mayport Road	Mayport, A1A & Wonderwood Hub, Beaches Hub, Neptune Beach, Jacksonville Beach
	30 - 103rd Street	Waterworks Amazon, FSCJ Cecil Center, Oak Hill
Circulator	80 - NAS Shuttle	Downtown, 103rd Street, NAS Jacksonville
	81 - Dinsmore Shuttle	Dunn Avenue, Old Kings Road
	82 - Amazon Shuttle	Armsdale Hub, Amazon
Express Select	800 - Nassau Express Select	Downtown, Armsdale Hub, Yulee Hub
	801 - St. Johns Express Select	Downtown, Kings Avenue Hub, St. John's County Government Complex, Durbin Park Hub
	811 - Clay Express Select	Downtown, Black Creek Hub
Flex	900 - Clay Flex Red Line	St. Vincent's Medical Center (Clay County), Orange Park Mall, Mandarin
	902 - Clay Flex Blue Line	Black Creek Hub, Pier Station, Green Cove Springs, Orange Park, NAS Jacksonville
	903 - Clay Flex Magenta Line	Keystone Heights, Orange Heights, Gainesville
	904 - Clay Flex Green Line	Black Creek Hub, Doctor's Inlet, Green Cove Springs, Penney Farms, Keystone Heights
	905 - Clay Flex Purple Line	Orange Park Mall, Doctor's Inlet, Penney Farms
	N1 - Nassau Flex Blue Line	Armsdale Hub, Callahan, Yulee Hub
	N2 - Nassau Flex Red Line	Armsdale Hub, Callahan, Hilliard
Skyway	605 - Skyway	Downtown, Southbank, Kings Avenue Hub
Ultimate Urban Circulator (U^2C)[2]	400 - JRTC to Rosa Parks	Downtown, Rosa Parks Hub
	401 - JRTC to Kings Ave	Downtown, Kings Ave Hub
	402 - JRTC to Brooklyn	Downtown, Brooklyn
	408 - Rosa Parks to UF Health Extension	Rosa Parks Hub, UF Health
	412 - Kings Ave to San Marco East Extension	Kings Ave Hub, San Marco
	414 - Five Points to Brooklyn Extension	Five Points, Brooklyn
	416 - San Marco to Medical Center Extension	San Marco, Medical Center
	418 - Central to Sports Complex Extension West Loop	Downtown, Sports Complex
Ferry	500 - St Johns River Ferry	Mayport, Fort George Island

[2] The U^2C is being planned as a separate effort from this TDP.

Table 8-4: Headways for JTA Services as Proposed

Service type	Route	Weekday Peak	Weekday Off-peak	Saturday Core	Sunday Core
First Coast Flyer (BRT)	102 - FCF Green Line	10	15	30	30
	105 - FCF Orange Line	10	17	30	30
	107 - FCF Blue Line	10	15	30	30
	109 - FCF Red Line	10	15	30	30
Frequent	10 - Atlantic Blvd	18	28	30	30
	19 - Arlington-Beaches	15	30	30	30
Connector	1 - North Main	15	15	30	30
	3 - Moncrief	30	30	61	61
	4 - Kings Road	20	28	60	60
	8 - Beach Blvd	29	30	60	60
	11 - A. Phillip Randolph	30	30	30	30
	12 - Myrtle Ave	30	30	30	30
	13 - Commonwealth-Lane	15	15	69	60
	14 - Normandy	30	30	60	60
	15 - Normandy-Post	30	30	60	60
	16 - Riverside-Wilson	30	30	30	30
	17 - St. Augustine	30	30	60	60
	21 - Boulevard	30	28	30	30
	22 - Avenue B	30	30	30	30
	23 - Townsend-Southside	30	30	30	30
	27 - Phillips Hwy-Avenues Walk	62	60	60	60
	28 - Southside-Sunbeam	30	30	60	60
	31 - Park-Blanding	60	60	60	60
	32 - McDuff	30	30	30	30
	40 - Airport Center-New Berlin	30	30	30	30
	41 - Rampart-Ricker	30	30	30	30
	50 - University	14	14	29	29
	51 - Edgewood	30	30	30	30
	53 - Commonwealth-Cassat	30	30	31	30
	60 - Airport Express	30	30	30	30
	202 - Mayport Express	60	1 trip	-	-
Coverage	24 - Mayport Road	17	19	20	20
	30 - 103rd Street	19	19	20	20
Circulator	80 - NAS Shuttle	1 trip	-	-	-
	81 - Dinsmore Shuttle	2 trips	62	60	-
	82 - Amazon Shuttle	12	-	1 trip	1 trip
Express Select	800 - Nassau Express Select	30	-	-	-

Service type	Route	Weekday Peak	Weekday Off-peak	Saturday Core	Sunday Core
	801 - St. Johns Express Select	2 trips	-	-	-
	811 - Clay Express Select	2 trips	-	-	-
Flex	900 - Clay Flex Red Line	30	30	30	30
	902 - Clay Flex Blue Line	30	30	30	30
	903 - Clay Flex Magenta Line	30	30	30	30
	904 - Clay Flex Green Line	30	30	30	30
	905 - Clay Flex Purple Line	60	60	60	60
	N1 - Nassau Flex Blue Line	1 trip	-	-	-
	N2 - Nassau Flex Red Line	1 trip	-	-	-
Skyway	605 - Skyway	4	8	8	8
Ultimate Urban Circulator (U^2C)	400 - JRTC to Rosa Parks	5	5	-	-
	401 - JRTC to Kings Ave	5	5	-	-
	402 - JRTC to Brooklyn	5	5	-	-
	408 - Rosa Parks to UF Health Extension	5	5	-	-
	412 - Kings Ave to San Marco East Extension	5	5	-	-
	414 - Five Points to Brooklyn Extension	5	5	-	-
	416 - San Marco to Medical Center Extension	5	5	-	-
	418 - Central to Sports Complex Extension West Loop	5	5	-	-
Ferry	500 - St Johns River Ferry	30	30	30	30

Table 8-5: Approximate Spans of Service for JTA Services as Proposed

Service type	Route	Weekday	Saturday	Sunday
First Coast Flyer (BRT)	102 - FCF Green Line	4:41 a.m. – 12:45 a.m.	4:10 a.m. – 11:58 p.m.	4:50 a.m. – 11:58 p.m.
	105 - FCF Orange Line	4:55 a.m. – 1:22 a.m.	4:10 a.m. – 1:32 a.m.	5:00 a.m. – 12:22 a.m.
	107 - FCF Blue Line	4:30 a.m. – 1:02 a.m.	4:06 a.m. – 1:08 a.m.	5:06 a.m. – 1:08 a.m.
	109 - FCF Red Line	4:24 a.m. – 1:14 a.m.	5:35 a.m. – 12:54 a.m.	5:35 a.m. – 11:54 p.m.
Frequent	10 - Atlantic Blvd	24 Hours	5:00 a.m. – 12:45 a.m.	5:00 a.m. – 12:55 a.m.
	19 - Arlington-Beaches	4:40 a.m. – 1:43 a.m.	5:00 a.m. – 12:13 a.m.	5:00 a.m. – 12:13 a.m.
Connector	1 - North Main	4:57 a.m. – 12:26 a.m.	5:35 a.m. – 12:21 a.m.	5:35 a.m. – 12:21 a.m.
	3 - Moncrief	4:30 a.m. – 1:06 a.m.	4:45 a.m. – 12:01 a.m.	4:45 a.m. – 12:01 a.m.
	4 - Kings Road	4:32 a.m. – 12:15 a.m.	5:50 a.m. – 12:00 a.m.	5:50 a.m. – 11:00 p.m.
	8 - Beach Blvd	5:00 a.m. – 11:37 p.m.	5:40 a.m. – 11:32 p.m.	5:40 a.m. – 11:32 p.m.
	11 - A. Phillip Randolph	4:55 a.m. – 12:23 a.m.	6:15 a.m. – 10:24 p.m.	6:15 a.m. – 10:24 p.m.
	12 - Myrtle Ave	5:15 a.m. – 12:29 a.m.	5:45 a.m. – 10:44 p.m.	5:45 a.m. – 10:44 p.m.
	13 - Commonwealth-Lane	4:33 a.m. – 12:52 a.m.	5:40 a.m. – 11:55 p.m.	5:36 a.m. – 11:52 p.m.
	14 - Normandy	4:35 a.m. – 12:29 a.m.	5:30 a.m. – 10:21 p.m.	5:30 a.m. – 10:21 p.m.
	15 - Normandy-Post	4:35 a.m. – 12:20 a.m.	5:30 a.m. – 9:57 p.m.	5:30 a.m. – 9:57 p.m.
	16 - Riverside-Wilson	4:35 a.m. – 11:47 p.m.	5:36 a.m. – 11:56 p.m.	5:45 a.m. – 10:05 p.m.
	17 - St. Augustine	4:51 a.m. – 1:02 a.m.	5:14 a.m. – 9:30 p.m.	5:20 a.m. – 9:36 p.m.
	21 - Boulevard	5:04 a.m. – 10:38 p.m.	5:33 a.m. – 9:19 p.m.	6:15 a.m. – 9:24 p.m.
	22 - Avenue B	4:40 a.m. – 12:33 a.m.	6:32 a.m. – 12:38 a.m.	6:32 a.m. – 12:38 a.m.
	23 - Townsend-Southside	5:20 a.m. – 12:13 a.m.	5:55 a.m. – 10:15 p.m.	5:55 a.m. – 10:08 p.m.
	27 - Phillips Hwy-Avenues Walk	6:22 a.m. – 11:39 p.m.	7:00 a.m. – 8:21 p.m.	7:00 a.m. – 7:58 p.m.
	28 - Southside-Sunbeam	5:55 a.m. – 1:46 a.m.	6:30 a.m. – 2:16 a.m.	6:30 a.m. – 2:16 a.m.
	31 - Park-Blanding	5:35 a.m. – 12:00 a.m.	4:45 a.m. – 12:10 a.m.	4:45 a.m. – 12:10 a.m.
	32 - McDuff	5:00 a.m. – 12:50 a.m.	5:00 a.m. – 12:50 a.m.	5:00 a.m. – 12:50 a.m.
	40 - Airport Center-New Berlin	5:00 a.m. – 12:55 a.m.	5:00 a.m. – 12:55 a.m.	5:00 a.m. – 12:55 a.m.
	41 - Rampart-Ricker	5:00 a.m. – 12:31 a.m.	5:00 a.m. – 12:31 a.m.	5:00 a.m. – 12:31 a.m.
	50 - University	5:00 a.m. – 1:24 a.m.	5:38 a.m. – 9:58 p.m.	5:38 a.m. – 9:58 p.m.
	51 - Edgewood	5:00 a.m. – 12:02 a.m.	5:12 a.m. – 11:12 p.m.	5:12 a.m. – 10:12 p.m.
	53 - Commonwealth-Cassat	4:14 a.m. – 1:56 a.m.	5:15 a.m. – 12:12 a.m.	5:15 a.m. – 10:42 p.m.
	60 - Airport Express	5:12 a.m. – 1:11 a.m.	4:38 a.m. – 1:04 a.m.	4:53 a.m. – 1:04 a.m.
	202 - Mayport Express	4:20 a.m. – 8:43 a.m.; 2:15 p.m. – 6:48 p.m.	No Service	No Service
Coverage	24 - Mayport Road	7:06 a.m. – 9:48 p.m.	7:10 a.m. – 7:45 p.m.	7:10 a.m. – 7:45 p.m.
	30 - 103rd Street	4:50 a.m. – 8:27 p.m.	5:15 a.m. – 8:19 p.m.	5:51 a.m. – 7:51 p.m.

Service type	Route	Weekday	Saturday	Sunday
Circulator	80 - NAS Shuttle	5:15 a.m. – 7:12 a.m.; 3:15 p.m. – 5:31 p.m.	No Service	No Service
	81 - Dinsmore Shuttle	5:40 a.m. – 8:50 a.m.; 1:15 p.m. – 7:46 p.m.	5:40 a.m. – 8:59 a.m.; 1:15 p.m. – 6:53 p.m.	5:40 a.m. – 6:05 a.m.; 6:30 p.m. – 6:53 p.m.
	82 - Amazon Shuttle	4:15 a.m. – 8:46 a.m.; 5:30 p.m. – 7:46 p.m.	6:14 a.m. – 8:12 a.m.; 5:30 p.m. – 7:49 p.m.	6:14 a.m. – 8:12 a.m.; 5:30 p.m. – 7:24 p.m.
Express Select	800 - Nassau Express Select	6:10 a.m. – 2:26 p.m.; 4:45 p.m. – 1:37 a.m.	No Service	No Service
	801 - St. Johns Express Select	6:20 a.m. – 8:10 a.m.; 4:25 p.m. – 8:20 p.m.	No Service	No Service
	811 - Clay Express Select	5:20 a.m. – 7:56 a.m.; 4:45 p.m. – 7:51 p.m.	No Service	No Service
Flex	900 - Clay Flex Red Line	5:00 a.m. –11:42 p.m.	5:00 a.m. – 11:42 p.m.	5:00 a.m. – 11:42 p.m.
	902 - Clay Flex Blue Line	5:00 a.m. – 1:54 a.m.	5:00 a.m. – 1:54 a.m.	5:00 a.m. – 1:54 a.m.
	903 - Clay Flex Magenta Line	5:00 a.m. – 10:32 p.m.	5:00 a.m. – 10:32 p.m.	5:00 a.m. – 10:32 p.m.
	904 - Clay Flex Green Line	5:00 a.m. – 11:03 p.m.	5:00 a.m. – 11:03 p.m.	5:00 a.m. – 11:03 p.m.
	905 - Clay Flex Purple Line	5:00 a.m. – 9:42 p.m.	5:00 a.m. – 9:42 p.m.	5:00 a.m. – 9:42 p.m.
	N1 - Nassau Flex Blue Line	7:30 a.m. – 4:01 p.m.	7:30 a.m. – 4:01 p.m.	7:30 a.m. – 4:01 p.m.
	N2 - Nassau Flex Red Line	7:30 a.m. – 3:52 p.m.	7:30 a.m. – 3:52 p.m.	7:30 a.m. – 3:52 p.m.
Skyway	605 - Skyway	5:00 a.m. – 10:09 p.m.	6:00 a.m. – 8:05 p.m.	6:00 a.m. – 8:05 p.m.
Ultimate Urban Circulator (U^2C)	400 - JRTC to Rosa Parks	6:30 a.m. – 9:30 p.m.	No Service	No Service
	401 - JRTC to Kings Ave	6:30 a.m. – 9:30 p.m.	No Service	No Service
	402 - JRTC to Brooklyn	6:30 a.m. – 9:30 p.m.	No Service	No Service
	408 - Rosa Parks to UF Health Extension	6:30 a.m. – 9:30 p.m.	No Service	No Service
	412 - Kings Ave to San Marco East Extension	6:30 a.m. – 9:30 p.m.	No Service	No Service
	414 - Five Points to Brooklyn Extension	6:30 a.m. – 9:30 p.m.	No Service	No Service
	416 - San Marco to Medical Center Extension	6:30 a.m. – 9:30 p.m.	No Service	No Service
	418 - Central to Sports Complex Extension West Loop	6:30 a.m. – 9:30 p.m.	No Service	No Service
Ferry	500 - St Johns River Ferry	6:00 a.m. – 9:00 p.m.	6:00 a.m. – 9:00 p.m.	6:00 a.m. – 9:00 p.m.

8.2.3. Prioritization Framework

The project team developed a phasing strategy for the TDP recommendations. This involved first assigning each route to a "package" of recommendations based on whether that route's proposed changes were meant to be implemented in tandem with those of other routes. Some packages thus included only one route.

Second, each package was assigned to one of three phases based on necessity, cost, and complexity. The short-term phase captures the next three years from 2025, the medium-term phase captures the four- to seven-year range, and the long-term phase captures the eight- to ten-year range and beyond.

Finally, a scoring framework was developed for determining how each route should be prioritized within its assigned phase. This intra-phase scoring framework is composed of four categories:

- Community Support
- Transit Markets
- Productivity and Efficiency
- Plan Goals and Objectives

Table 8-6 outlines how each of these categories is defined and incorporated into the intra-phase prioritization score for each route. Each of the four categories listed above is defined by one or more criteria, measures of effectiveness (MOEs), notes and calculation logic, and weights for the individual MOEs and the category as a whole. Unless otherwise noted, each route's score is based on the route's service and alignment in the long-term scenario.

Table 8-6: Intra-Phase Prioritization Scoring Framework

Category	Criteria	Measure of Effectiveness (MOE)	Notes & Calculation Logic	MOE Weight	Category Weight
Community Support	Public Input	Qualitative feedback from CPACs	■ Written feedback from the CPACs	6.7%	20.0%
		Quantitative survey feedback from CPACs	■ Google or Microsoft survey form (like, neutral, dislike Likert scale scoring 1-3)	6.7%	
		Quantitative and qualitative feedback from in-person rider survey at JRTC	■ Data from in-person survey	6.7%	
Transit Markets	Transit-Oriented Populations	GIS-based measure of market capture	■ Percent of populations within a quarter-mile of stops	10.0%	30.0%
	Growth Areas and Future Land Use		■ Liveability Index within a quarter mile of the route alignment	10.0%	
	Employment Opportunities		■ Employment within a quarter mile	10.0%	
Productivity and Efficiency	Productivity	Ridership potential	■ TBEST estimates (passengers per revenue hour, total passengers, ridership change)	10.0%	20.0%
	Efficiency	Cost	■ Relative cost changes for alternative from TBEST ■ Cost per capita (population within a quarter mile)	10.0%	
Plan Goals and Objectives	Frequency	Service improvements	■ Convenience of service (jobs + population accessible per minute of headway) ■ Adherence to 30-minute service or better on weekdays	15.0%	30.0%
	Connectivity	Crosstown connections and hubs	■ Number of route connections ■ Number of connections to First Coast Flyer routes ■ Number of transit hub connections	15.0%	

8.2.3.1. Category and Criteria Scores for Individual Routes

This section provides an overview of each scoring category, including criteria and calculation methodologies.

Community Support

This category reflects a route proposal's support from the community. The score for this category translates the general response to a proposal from the TDP's public outreach efforts, which may or may not correlate with more traditional performance metrics like productivity and efficiency. Public outreach input for prioritization and implementation enhances public trust and perception of JTA and highlights which proposals are already finding support among riders across the service area.

The measures of effectiveness for this category included qualitative feedback from CPACs, quantitative survey feedback from CPACs, and quantitative and qualitative feedback from an in-person rider survey at JRTC. However, JTA received no responses to any of these outreach mechanisms, and so this category was dropped from the prioritization scoring. This category was originally weighted in determining each route's final prioritization score at 20 percent.

Transit Markets

A successful transit system will serve the needs of those who are likely to use transit; routes will facilitate access to amenities and jobs. The transit market assessment scores route proposals for how well they capture transit-oriented populations, expected development growth patterns, and employment opportunities. For this analysis, these figures were calculated within a quarter mile of each route's stops. When combined, these factors provide a useful picture of how effectively a route serves the specific pockets of JTA's service area that are most likely produce transit ridership.

This category has a 20% weight in determining each route's final prioritization score. The category's criteria and calculation methodologies are outlined below.

Transit-Oriented Populations

Transit-oriented populations are those who historically use transit for mobility and are the core rider base for the system. The first of three transit market measures, this score considers the transit-oriented population within a quarter mile of each route proposal's stops.

This criterion's score was calculated by first determining the following shares of the population within a quarter-mile buffer for each route's stops[3]:

- Senior share of population
- Youth share of population
- Low-income share of population (defined as the population in households with income less than 150 percent of the poverty line)
- Share of households with zero cars
- Share of households with only one car
- Share of population who are civilians age 18 and older with a disability
- Minority (non-white or Hispanic) share of population

Second, a min-max normalization was performed on the population shares, converting them to a value between zero and one to provide an understandable ranking of values while preserving the distribution of the data.[4]

Finally, the min-max normalized values for each population group were combined to determine each route's Transit-Oriented Populations Criterion Score. The resulting min-max normalized values for each population group and Transit-Oriented Population Criterion Scores are shown in **Table 8-7**, expressed as values between zero and one.

Table 8-7: Transit-Oriented Populations Criterion Score

Route	Senior	Youth	Low-Income HHs	Zero-Car HHs	One-Car HHs	Disabled	Minority	Transit-Oriented Populations Criterion Score
1 - North Main	0.59	0.55	0.55	0.56	0.65	0.83	0.61	0.62
3 - Moncrief	0.58	0.55	0.61	0.60	0.68	0.85	0.81	0.69
4 - Kings Road	0.76	0.57	0.81	0.61	0.94	0.77	0.97	0.80
8 - Beach Blvd	0.27	0.16	0.24	0.37	0.76	0.31	0.36	0.38
10 - Atlantic Blvd	0.37	0.52	0.31	0.27	0.54	0.41	0.36	0.38
11 - A. Phillip Randolph	0.47	0.51	0.84	0.98	0.75	0.89	0.74	0.81
12 - Myrtle Ave	0.51	0.59	0.87	0.68	0.78	0.85	0.94	0.80

[3] Source: American Community Survey (ACS) 5-Year Estimates (2018-2022)

[4] A min-max normalization translates an array of numbers into a specific number range, typically between zero and one for simplicity. In the normalization, the smallest number is translated to zero, the largest number is translated to one, and all intermediate numbers are assigned a proportionate value between zero and one. Thus, the min-max normalization preserves the original distribution of numbers.

Route	Senior	Youth	Low-Income HHs	Zero-Car HHs	One-Car HHs	Disabled	Minority	Transit-Oriented Populations Criterion Score
13 - Commonwealth-Lane	0.32	0.78	0.72	0.38	0.72	0.72	0.72	0.64
14 - Normandy	0.41	0.54	0.42	0.24	0.75	0.78	0.42	0.49
15 - Normandy-Post	0.56	0.21	0.33	0.29	0.83	0.80	0.27	0.46
16 - Riverside-Wilson	0.51	0.46	0.38	0.34	0.66	0.74	0.43	0.49
17 - St. Augustine	0.66	0.44	0.31	0.32	0.64	0.56	0.26	0.41
19 - Arlington-Beaches	0.35	0.44	0.48	0.52	0.67	0.64	0.55	0.55
21 - Boulevard	0.52	0.76	1.00	0.97	0.74	1.00	0.86	0.89
22 - Avenue B	0.71	0.70	0.89	0.61	0.73	0.87	0.94	0.80
23 - Townsend-Southside	0.21	0.40	0.24	0.14	0.74	0.29	0.44	0.35
24 - Mayport Road	0.74	0.23	0.10	0.18	0.62	0.41	0.00	0.26
27 - Phillips Hwy-Avenues Walk	0.53	0.54	0.46	0.65	0.74	0.90	0.49	0.62
28 - Southside-Sunbeam	0.37	0.25	0.08	0.10	0.87	0.23	0.36	0.30
30 - 103rd Street	0.27	0.42	0.46	0.30	0.77	0.72	0.65	0.54
31 - Park-Blanding	0.47	0.50	0.38	0.23	0.75	0.49	0.31	0.42
32 - 45th-Golfair-21st	0.73	0.58	0.89	0.74	0.75	0.95	1.00	0.85
40 - Airport Center-New Berlin	0.13	0.91	0.04	0.00	0.22	0.31	0.45	0.23
41 - Rampart-Ricker	0.19	0.75	0.41	0.25	0.56	0.56	0.66	0.48
50 - University	0.45	0.50	0.35	0.33	0.84	0.43	0.49	0.47
51 - Edgewood	0.67	0.47	0.55	0.35	0.81	0.79	0.66	0.61
53 - Commonwealth-Cassat	0.40	0.50	0.35	0.27	0.61	0.58	0.40	0.43
60 - Airport Express	0.24	1.00	0.77	0.47	0.85	0.59	0.72	0.67
80 - NAS Shuttle	0.64	0.50	0.12	0.17	0.54	0.57	0.03	0.29

Route	Senior	Youth	Low-Income HHs	Zero-Car HHs	One-Car HHs	Disabled	Minority	Transit-Oriented Populations Criterion Score
81 - Dinsmore Shuttle	0.68	0.76	0.61	0.18	0.74	0.88	0.77	0.63
82 - Amazon Shuttle	0.11	0.97	0.08	0.09	0.00	0.38	0.84	0.31
102 - FCF Green Line	0.42	0.75	0.80	0.82	0.66	0.92	0.81	0.78
105 - FCF Orange Line	0.56	0.40	0.34	0.23	0.78	0.48	0.26	0.40
107 - FCF Blue Line	0.82	0.28	0.27	0.32	0.94	0.58	0.39	0.48
109 - FCF Red Line	0.57	0.32	0.38	0.42	0.64	0.67	0.30	0.46
202 - Mayport Express	0.26	0.58	0.19	0.17	0.69	0.39	0.32	0.34
500 - St Johns River Ferry	0.00	0.57	0.00	0.06	0.28	0.00	0.29	0.14
605 - Skyway	1.00	0.00	0.42	0.79	0.96	0.96	0.33	0.64
800 - Nassau Express Select	0.52	0.48	0.61	0.70	0.85	0.77	0.56	0.67
801 - St. Johns Express Select	0.71	0.17	0.57	1.00	1.00	0.81	0.50	0.73
811 - Clay Express Select	0.67	0.33	0.31	0.49	0.65	0.75	0.32	0.48
900 - Clay Flex Red Line	0.56	0.48	0.26	0.14	0.41	0.62	0.21	0.33
902 - Clay Flex Blue Line	0.66	0.43	0.20	0.12	0.37	0.56	0.26	0.31
903 - Clay Flex Magenta Line	0.56	0.64	0.36	0.23	0.18	0.86	0.03	0.34
904 - Clay Flex Green Line	0.58	0.54	0.19	0.13	0.16	0.95	0.15	0.31
905 - Clay Flex Purple Line	0.50	0.54	0.16	0.08	0.33	0.60	0.16	0.27
N1 - Nassau Flex Blue Line	0.33	0.82	0.30	0.11	0.41	0.65	0.60	0.42
N2 - Nassau Flex Red Line	0.39	0.83	0.38	0.18	0.46	0.64	0.71	0.48

Growth Areas and Future Land Use

Transit is most useful when it serves supportive land uses, generates new and higher land uses, or leverages access to population and employment growth areas. To capture how supportive current and future land uses around the route proposals are, this criterion's score was calculated using a modified version of the Land Use and Corridor Development Assessment (LUCDA) shown in **Chapter 5: Situational Appraisal**. Specifically, the population and employment density component of the LUCDA methodology was removed as this information is included in another category of the prioritization criteria. Thus, the following remaining LUCDA components were included in the prioritization criteria, each given a 50% weight of the modified LUCDA score of each Census block group:

- **Land use diversity:** A greater variety of land uses would suggest the area has more transit trip producers and attractors. Furthermore, a diversity of land uses – specifically a mix of residential uses and various types of employment destinations – would indicate travel demand in multiple flows/directions and at multiple times of the day and week, which transit is suited to serve.
- **Street intersection density:** A more compact, connective street network allows transit routes to access destinations more directly and allows potential users to access transit itself more directly. Greater intersection density therefore enables more effective transit travel at both ends of a trip, regardless of the "first- or last-mile" travel mode.

The resulting modified LUCDA scores of Census block groups were then used to calculate a composite LUCDA score for each fixed-route service. To establish a route's composite LUCDA score, a weighted area score calculation was performed based on how much of the route's quarter-mile buffer was comprised of each intersecting Census block group (and therefore each intersecting LUCDA score). The weighted score calculation ensured that the LUCDA scores of Census block group comprising a larger proportion of the quarter-mile buffer had a proportionally larger impact on the route's composite LUCDA score. A more detailed reviewed of the methodology used to determine the Land Use and Corridor Development Assessment scores is presented in **Appendix L - Land Use and Corridor Development Assessment Methodology**.

The resulting Growth Areas and Future Land Use Criterion Scores for each route are shown in **Table 8-8**, expressed as a value between zero and one.

Table 8-8: Growth Areas and Future Land Use Criterion Score

Route	Growth Areas and Future Land Use Criterion Score
1 - North Main	0.45
3 - Moncrief	0.42
4 - Kings Road	0.40
8 - Beach Blvd	0.45
10 - Atlantic Blvd	0.47
11 - A. Phillip Randolph	0.51
12 - Myrtle Ave	0.50
13 - Commonwealth-Lane	0.42
14 - Normandy	0.48
15 - Normandy-Post	0.56
16 - Riverside-Wilson	0.45

Route	Growth Areas and Future Land Use Criterion Score
17 - St. Augustine	0.50
19 - Arlington-Beaches	0.51
21 - Boulevard	0.57
22 - Avenue B	0.37
23 - Townsend-Southside	0.46
24 - Mayport Road	0.56
27 - Phillips Hwy-Avenues Walk	0.47
28 - Southside-Sunbeam	0.45
30 - 103rd Street	0.34
31 - Park-Blanding	0.50
32 - 45th-Golfair-21st	0.45
40 - Airport Center-New Berlin	0.35
41 - Rampart-Ricker	0.37
50 - University	0.46
51 - Edgewood	0.44
53 - Commonwealth-Cassat	0.43
60 - Airport Express	0.42
80 - NAS Shuttle	0.40
81 - Dinsmore Shuttle	0.36
82 - Amazon Shuttle	0.34
102 - FCF Green Line	0.51
105 - FCF Orange Line	0.52
107 - FCF Blue Line	0.49
109 - FCF Red Line	0.56
202 - Mayport Express	0.40
500 - St Johns River Ferry	0.28
605 - Skyway	0.53
800 - Nassau Express Select	0.51
801 - St. Johns Express Select	0.60
811 - Clay Express Select	0.50
900 - Clay Flex Red Line	0.47
902 - Clay Flex Blue Line	0.45
903 - Clay Flex Magenta Line	0.31
904 - Clay Flex Green Line	0.35
905 - Clay Flex Purple Line	0.37
N1 - Nassau Flex Blue Line	0.38
N2 - Nassau Flex Red Line	0.37

Employment Opportunities

Many trips begin or end at a person's place of work, and transit is critical to providing access to employment opportunities for transit-oriented populations. Measuring access to employment opportunities reveals how well a route serves the needs of commuters and employers alike.

The employment opportunities score was calculated by first determining the number of jobs within a quarter mile of each route's stops.[5] Then, a min-max normalization was performed on the sum of accessible jobs for each route, converting each sum to a value between zero and one to provide an understandable ranking of values while preserving the distribution of the data.

Table 8-9 shows each route's number of jobs accessible within a quarter mile of stops, as well as its resulting Employment Opportunities Criterion Score, expressed as a value between zero and one.

Table 8-9: Employment Opportunities Criterion Score

Route	Jobs Accessible	Employment Opportunities Criterion Score
1 - North Main	16,193	0.50
3 - Moncrief	23,622	0.73
4 - Kings Road	8,101	0.25
8 - Beach Blvd	32,384	1.00
10 - Atlantic Blvd	13,549	0.42
11 - A. Phillip Randolph	14,366	0.44
12 - Myrtle Ave	5,413	0.17
13 - Commonwealth-Lane	13,062	0.40
14 - Normandy	10,927	0.34
15 - Normandy-Post	9,952	0.31
16 - Riverside-Wilson	12,739	0.39
17 - St. Augustine	11,502	0.35
19 - Arlington-Beaches	16,893	0.52
21 - Boulevard	13,548	0.42
22 - Avenue B	13,506	0.42
23 - Townsend-Southside	16,589	0.51
24 - Mayport Road	7,796	0.24
27 - Phillips Hwy-Avenues Walk	30,021	0.93
28 - Southside-Sunbeam	21,036	0.65
30 - 103rd Street	1,204	0.04
31 - Park-Blanding	12,950	0.40
32 - 45th-Golfair-21st	3,121	0.10
40 - Airport Center-New Berlin	1,281	0.04
41 - Rampart-Ricker	2,499	0.08
50 - University	16,965	0.52

[5] Source: Longitudinal Employer Household Dynamics (LEHD) 2021

Route	Jobs Accessible	Employment Opportunities Criterion Score
51 - Edgewood	5,265	0.16
53 - Commonwealth-Cassat	5,498	0.17
60 - Airport Express	1,739	0.05
80 - NAS Shuttle	2,919	0.09
81 - Dinsmore Shuttle	378	0.01
82 - Amazon Shuttle	141	0.00
102 - FCF Green Line	11,908	0.37
105 - FCF Orange Line	8,118	0.25
107 - FCF Blue Line	20,014	0.62
109 - FCF Red Line	10,550	0.33
202 - Mayport Express	5,068	0.16
500 - St Johns River Ferry	15	0.00
605 - Skyway	19,211	0.59
800 - Nassau Express Select	11,663	0.36
801 - St. Johns Express Select	10,208	0.31
811 - Clay Express Select	12,478	0.39
900 - Clay Flex Red Line	3,624	0.11
902 - Clay Flex Blue Line	4,365	0.13
903 - Clay Flex Magenta Line	26	0.00
904 - Clay Flex Green Line	508	0.02
905 - Clay Flex Purple Line	2,869	0.09
N1 - Nassau Flex Blue Line	349	0.01
N2 - Nassau Flex Red Line	334	0.01

Table 8-10 shows each route's score for the three criteria listed above, as well as its resulting Transit Markets Category Score, expressed as a value between zero and one.

Table 8-10: Transit Markets Category Score

Route	Transit-Oriented Populations Score	Growth Areas and Future Land Use Score	Employment Opportunities Score	Transit Markets Category Score
1 - North Main	0.62	0.45	0.50	0.53
3 - Moncrief	0.69	0.42	0.73	0.61
4 - Kings Road	0.80	0.40	0.25	0.48
8 - Beach Blvd	0.38	0.45	1.00	0.61
10 - Atlantic Blvd	0.38	0.47	0.42	0.42
11 - A. Phillip Randolph	0.81	0.51	0.44	0.59
12 - Myrtle Ave	0.80	0.50	0.17	0.49
13 - Commonwealth-Lane	0.64	0.42	0.40	0.49

Route	Transit-Oriented Populations Score	Growth Areas and Future Land Use Score	Employment Opportunities Score	Transit Markets Category Score
14 - Normandy	0.49	0.48	0.34	0.44
15 - Normandy-Post	0.46	0.56	0.31	0.44
16 - Riverside-Wilson	0.49	0.45	0.39	0.44
17 - St. Augustine	0.41	0.50	0.35	0.42
19 - Arlington-Beaches	0.55	0.51	0.52	0.53
21 - Boulevard	0.89	0.57	0.42	0.63
22 - Avenue B	0.80	0.37	0.42	0.53
23 - Townsend-Southside	0.35	0.46	0.51	0.44
24 - Mayport Road	0.26	0.56	0.24	0.35
27 - Phillips Hwy-Avenues Walk	0.62	0.47	0.93	0.67
28 - Southside-Sunbeam	0.30	0.45	0.65	0.47
30 - 103rd Street	0.54	0.34	0.04	0.31
31 - Park-Blanding	0.42	0.50	0.40	0.44
32 - 45th-Golfair-21st	0.85	0.45	0.10	0.46
40 - Airport Center-New Berlin	0.23	0.35	0.04	0.21
41 - Rampart-Ricker	0.48	0.37	0.08	0.31
50 - University	0.47	0.46	0.52	0.49
51 - Edgewood	0.61	0.44	0.16	0.41
53 - Commonwealth-Cassat	0.43	0.43	0.17	0.34
60 - Airport Express	0.67	0.42	0.05	0.38
80 - NAS Shuttle	0.29	0.40	0.09	0.26
81 - Dinsmore Shuttle	0.63	0.36	0.01	0.33
82 - Amazon Shuttle	0.31	0.34	0.00	0.22
102 - FCF Green Line	0.78	0.51	0.37	0.55
105 - FCF Orange Line	0.40	0.52	0.25	0.39
107 - FCF Blue Line	0.48	0.49	0.62	0.53
109 - FCF Red Line	0.46	0.56	0.33	0.45
202 - Mayport Express	0.34	0.40	0.16	0.30
500 - St Johns River Ferry	0.14	0.28	0.00	0.14
605 - Skyway	0.64	0.53	0.59	0.59
800 - Nassau Express Select	0.67	0.51	0.36	0.51
801 - St. Johns Express Select	0.73	0.60	0.31	0.55
811 - Clay Express Select	0.48	0.50	0.39	0.46
900 - Clay Flex Red Line	0.33	0.47	0.11	0.30
902 - Clay Flex Blue Line	0.31	0.45	0.13	0.30
903 - Clay Flex Magenta Line	0.34	0.31	0.00	0.22
904 - Clay Flex Green Line	0.31	0.35	0.02	0.23
905 - Clay Flex Purple Line	0.27	0.37	0.09	0.24

Route	Transit-Oriented Populations Score	Growth Areas and Future Land Use Score	Employment Opportunities Score	Transit Markets Category Score
N1 - Nassau Flex Blue Line	0.42	0.38	0.01	0.27
N2 - Nassau Flex Red Line	0.48	0.37	0.01	0.29

Productivity and Efficiency

Route proposals that optimize their resources used for the most benefit to riders are the highest priority to implement. The two measures to compare how productively and efficiently a route operates are ridership and cost. Route proposals that have high projected ridership with lower costs to operate would be JTA's "workhorses" that attract riders, generate revenue, and make it possible for JTA to operate other routes that are less productive but still provide vital transit access.

This category has a 20% weight in determining each route's final prioritization score. The category's criteria and calculation methodologies are outlined below.

Productivity

The productivity metric calculates the relative ridership potential of a route and/or its proposed modifications by estimating the following measures:

- Passengers per revenue hour
- Total passengers
- Ridership change between baseline scenario and long-term scenario

This criterion's score was calculated by first determining the estimated riders per revenue hour, total riders, and ridership change for each route using the Transit Boardings Estimation and Simulation Tool (TBEST) software, which produces estimates for ridership, revenue hours and miles, costs, and other service and service area metrics using a land use model.

Then, a min-max normalization was performed on these results, converting each to a value between zero and one to provide an understandable ranking of values while preserving the distribution of the data.

Table 8-11 shows each route's resulting min-max normalized results for the three above measures, as well as its resulting Productivity Criterion Score, expressed as a value between zero and one. The Criterion Score weights each of the three measures equally except new routes, which do not have a ridership change score.

Table 8-11: Productivity Criterion Score

Route	Passengers per Revenue Hour Score	Total Passengers Score	Ridership Change Score	Productivity Criterion Score
1 - North Main	0.13	1.00	0.09	0.41
3 - Moncrief	0.09	0.64	0.06	0.26
4 - Kings Road	0.07	0.29	0.07	0.14
8 - Beach Blvd	0.07	0.38	0.03	0.16
10 - Atlantic Blvd	0.07	0.33	0.03	0.14
11 - A. Phillip Randolph	0.09	0.20	0.08	0.12

Route	Passengers per Revenue Hour Score	Total Passengers Score	Ridership Change Score	Productivity Criterion Score
12 - Myrtle Ave	0.06	0.24	0.04	0.11
13 - Commonwealth-Lane	0.08	0.45	0.10	0.21
14 - Normandy	0.09	0.36	0.05	0.17
15 - Normandy-Post	0.08	0.20	-	0.14
16 - Riverside-Wilson	0.06	0.29	0.13	0.16
17 - St. Augustine	0.06	0.24	0.12	0.14
19 - Arlington-Beaches	0.06	0.52	0.07	0.21
21 - Boulevard	0.08	0.19	0.13	0.13
22 - Avenue B	0.05	0.19	0.09	0.11
23 - Townsend-Southside	0.02	0.09	0.00	0.04
24 - Mayport Road	0.06	0.14	0.49	0.23
27 - Phillips Hwy-Avenues Walk	0.04	0.09	0.06	0.07
28 - Southside-Sunbeam	0.02	0.10	0.25	0.12
30 - 103rd Street	0.08	0.17	0.20	0.15
31 - Park-Blanding	0.06	0.16	0.08	0.10
32 - 45th-Golfair-21st	0.04	0.14	0.32	0.16
40 - Airport Center-New Berlin	0.01	0.04	-	0.03
41 - Rampart-Ricker	0.04	0.08	-	0.06
50 - University	0.05	0.39	0.12	0.19
51 - Edgewood	0.05	0.22	0.12	0.13
53 - Commonwealth-Cassat	0.04	0.20	0.03	0.09
60 - Airport Express	0.00	0.01	-	0.01
80 - NAS Shuttle	0.02	0.00	0.08	0.03
81 - Dinsmore Shuttle	0.05	0.02	0.05	0.04
82 - Amazon Shuttle	0.02	0.01	0.05	0.03
102 - FCF Green Line	0.06	0.37	0.08	0.17
105 - FCF Orange Line	0.05	0.35	0.10	0.17
107 - FCF Blue Line	0.04	0.34	0.08	0.15
109 - FCF Red Line	0.04	0.45	0.08	0.19
202 - Mayport Express	0.02	0.01	0.07	0.03
500 - St Johns River Ferry	1.00	0.74	0.08	0.61
605 - Skyway	0.24	0.78	0.19	0.40
800 - Nassau Express Select	0.00	0.00	0.06	0.02
801 - St. Johns Express Select	0.01	0.00	0.05	0.02
811 - Clay Express Select	0.01	0.00	0.06	0.03
900 - Clay Flex Red Line	0.00	0.02	0.25	0.09
902 - Clay Flex Blue Line	0.01	0.09	0.59	0.23
903 - Clay Flex Magenta Line	0.00	0.01	1.00	0.34

Route	Passengers per Revenue Hour Score	Total Passengers Score	Ridership Change Score	Productivity Criterion Score
904 - Clay Flex Green Line	0.00	0.00	0.55	0.18
905 - Clay Flex Purple Line	0.03	0.05	-	0.04
N1 - Nassau Flex Blue Line	0.02	0.01	-	0.01
N2 - Nassau Flex Red Line	0.02	0.01	-	0.01

Efficiency

Efficiency calculates the relative cost of a route and/or its proposed modifications by estimating the following measures:

- Relative cost changes
- Cost per capita (based on population within a quarter mile)

For all routes, with and without proposed modifications, cost and change in cost was estimated using TBEST software. Second, cost per capita was calculated based on the population within a quarter-mile buffer for each route's stops[6].

Finally, a min-max normalization was performed on these results, converting each to a value between zero and one to provide an understandable ranking of values while preserving the distribution of the data.

Table 8-12 shows each route's resulting min-max normalized results for the two above measures, as well as its resulting Efficiency Criterion Score, expressed as a value between zero and one. The Criterion Score weights each of the two measures equally except for new routes, which do not have a relative cost change score.

Table 8-12: Efficiency Criterion Score

Route	Relative Cost Change Score	Cost per Capita Score	Efficiency Criterion Score
1 - North Main	0.99	0.96	0.97
3 - Moncrief	0.99	0.98	0.98
4 - Kings Road	0.98	0.98	0.98
8 - Beach Blvd	1.00	0.98	0.99
10 - Atlantic Blvd	0.98	0.97	0.98
11 - A. Phillip Randolph	0.98	0.99	0.98
12 - Myrtle Ave	1.00	0.99	0.99
13 - Commonwealth-Lane	0.95	0.98	0.97
14 - Normandy	0.99	0.98	0.98
15 - Normandy-Post	-	0.99	0.99
16 - Riverside-Wilson	0.94	0.99	0.97
17 - St. Augustine	0.96	0.98	0.97

[6] Source: Transit Boardings Estimation and Simulation Tool (TBEST)

Route	Relative Cost Change Score	Cost per Capita Score	Efficiency Criterion Score
19 - Arlington-Beaches	0.98	0.98	0.98
21 - Boulevard	0.95	0.99	0.97
22 - Avenue B	0.94	0.98	0.96
23 - Townsend-Southside	0.98	0.97	0.98
24 - Mayport Road	0.88	0.99	0.93
27 - Phillips Hwy-Avenues Walk	0.98	0.98	0.98
28 - Southside-Sunbeam	0.81	0.98	0.89
30 - 103rd Street	0.94	0.97	0.96
31 - Park-Blanding	0.98	0.99	0.99
32 - 45th-Golfair-21st	0.96	0.99	0.97
40 - Airport Center-New Berlin	-	0.87	0.87
41 - Rampart-Ricker	-	0.98	0.98
50 - University	0.95	0.98	0.97
51 - Edgewood	0.95	0.98	0.96
53 - Commonwealth-Cassat	0.98	0.98	0.98
60 - Airport Express	-	0.68	0.68
80 - NAS Shuttle	0.99	1.00	0.99
81 - Dinsmore Shuttle	0.99	0.98	0.99
82 - Amazon Shuttle	0.99	0.48	0.74
102 - FCF Green Line	0.99	0.91	0.95
105 - FCF Orange Line	0.98	0.93	0.95
107 - FCF Blue Line	0.99	0.55	0.77
109 - FCF Red Line	0.99	0.87	0.93
202 - Mayport Express	0.99	1.00	0.99
500 - St Johns River Ferry	0.99	0.94	0.96
605 - Skyway	0.88	0.89	0.88
800 - Nassau Express Select	0.97	0.96	0.96
801 - St. Johns Express Select	0.99	0.90	0.95
811 - Clay Express Select	0.99	0.99	0.99
900 - Clay Flex Red Line	0.44	0.92	0.68
902 - Clay Flex Blue Line	0.53	0.92	0.72
903 - Clay Flex Magenta Line	0.00	0.00	0.00
904 - Clay Flex Green Line	0.38	0.28	0.33
905 - Clay Flex Purple Line	-	0.98	0.98
N1 - Nassau Flex Blue Line	-	0.94	0.94
N2 - Nassau Flex Red Line	-	0.95	0.95

Table 8-13 shows each route's score for the two criteria listed above, as well as its resulting Productivity and Efficiency Category Score, expressed as a value between zero and one.

Table 8-13: Productivity and Efficiency Category Score

Route	Productivity Score	Efficiency Score	Productivity and Efficiency Category Score
1 - North Main	0.41	0.97	0.69
3 - Moncrief	0.26	0.98	0.62
4 - Kings Road	0.14	0.98	0.56
8 - Beach Blvd	0.16	0.99	0.58
10 - Atlantic Blvd	0.14	0.98	0.56
11 - A. Phillip Randolph	0.12	0.98	0.55
12 - Myrtle Ave	0.11	0.99	0.55
13 - Commonwealth-Lane	0.21	0.97	0.59
14 - Normandy	0.17	0.98	0.58
15 - Normandy-Post	0.14	0.99	0.56
16 - Riverside-Wilson	0.16	0.97	0.56
17 - St. Augustine	0.14	0.97	0.55
19 - Arlington-Beaches	0.21	0.98	0.60
21 - Boulevard	0.13	0.97	0.55
22 - Avenue B	0.11	0.96	0.54
23 - Townsend-Southside	0.04	0.98	0.51
24 - Mayport Road	0.23	0.93	0.58
27 - Phillips Hwy-Avenues Walk	0.07	0.98	0.52
28 - Southside-Sunbeam	0.12	0.89	0.51
30 - 103rd Street	0.15	0.96	0.55
31 - Park-Blanding	0.10	0.99	0.55
32 - 45th-Golfair-21st	0.16	0.97	0.57
40 - Airport Center-New Berlin	0.03	0.87	0.45
41 - Rampart-Ricker	0.06	0.98	0.52
50 - University	0.19	0.97	0.58
51 - Edgewood	0.13	0.96	0.55
53 - Commonwealth-Cassat	0.09	0.98	0.54
60 - Airport Express	0.01	0.68	0.34
80 - NAS Shuttle	0.03	0.99	0.51
81 - Dinsmore Shuttle	0.04	0.99	0.51
82 - Amazon Shuttle	0.03	0.74	0.38
102 - FCF Green Line	0.17	0.95	0.56
105 - FCF Orange Line	0.17	0.95	0.56
107 - FCF Blue Line	0.15	0.77	0.46
109 - FCF Red Line	0.19	0.93	0.56

Route	Productivity Score	Efficiency Score	Productivity and Efficiency Category Score
202 - Mayport Express	0.03	0.99	0.51
500 - St Johns River Ferry	0.61	0.96	0.78
605 - Skyway	0.40	0.88	0.64
800 - Nassau Express Select	0.02	0.96	0.49
801 - St. Johns Express Select	0.02	0.95	0.48
811 - Clay Express Select	0.03	0.99	0.51
900 - Clay Flex Red Line	0.09	0.68	0.38
902 - Clay Flex Blue Line	0.23	0.72	0.47
903 - Clay Flex Magenta Line	0.34	0.00	0.17
904 - Clay Flex Green Line	0.18	0.33	0.26
905 - Clay Flex Purple Line	0.04	0.98	0.51
N1 - Nassau Flex Blue Line	0.01	0.94	0.48
N2 - Nassau Flex Red Line	0.01	0.95	0.48

Plan Goals and Objectives

Each proposed route should advance JTA's service goals and objectives as stated in Chapter 6 – specifically the goals of increasing service frequency and connectivity. These goals are informed by JTA's desire for routes to be convenient, attractive options to travelers, both by having short wait times and by providing reasonably direct routes to destinations, even if a transfer is required.

This category has a 30% weight in determining each route's final prioritization score. The category's criteria and calculation methodologies are outlined below.

Frequency

Two metrics reflect how well a proposed route aligns with the goal of frequent service:

- Convenience of service (population + jobs accessible per minute of headway)
- Adherence to 30-minute service or better during weekday peak periods

Convenience of Service

A route should have service that is convenient, taking people to attractive destinations in a reasonable amount of time; this is measured by first calculating the population and number of jobs within a quarter-mile buffer for each route's stops[7], and dividing it by minutes of headway during the weekday peak period as proposed in the Visionary Network.

Then, a min-max normalization was performed on these results, converting each to a value between zero and one to provide an understandable ranking of values while preserving the distribution of the data.

Adherence to 30-minute Service or Better during Weekday Peak Periods

In accordance with the goals of the TDP, a route should adhere to a frequency standard of every 30 minutes during weekday peak periods. More routes running 30-minute service increases the value of the

[7] Source: American Community Survey (ACS) 5-Year Estimates (2018-2022)

network to riders by reducing wait times for a single-seat ride, making transfers less burdensome, and therefore increasing the number of destinations a rider can reach in a reasonable amount of time with a two-seat ride.

This measure is a simple binary result, with routes having 30-minute service or better during weekday peak periods being assigned a score of one, and routes not having 30-minute service being assigned a score of zero.

Table 8-14 shows each route's results for the two above measures, as well as its resulting Frequency Criterion Score, expressed as a value between zero and one. The Criterion Score weights each of the two measures equally.

Table 8-14: Frequency Criterion Score

Route	Jobs+Pop Within a Quarter-Mile of Stops	Week-day Peak Head-way	Jobs+Pop per Minute of Headway[8]	Jobs+Pop per Minute of Headway (Normal-ized)	Adherence to 30-minute Service or Better on Weekday	Frequency Criterion Score
1 - North Main	29,682	15	1,979	0.75	1.00	0.87
3 - Moncrief	42,998	30	1,433	0.54	1.00	0.77
4 - Kings Road	21,088	20	1,054	0.40	1.00	0.70
8 - Beach Blvd	49,820	30	1,661	0.63	1.00	0.81
10 - Atlantic Blvd	31,203	20	1,560	0.59	1.00	0.79
11 - A. Phillip Randolph	19,398	30	647	0.24	1.00	0.62
12 - Myrtle Ave	16,157	30	539	0.20	1.00	0.60
13 - Commonwealth-Lane	29,294	30	976	0.37	1.00	0.68
14 - Normandy	22,930	30	764	0.29	1.00	0.64
15 - Normandy-Post	20,525	30	684	0.26	1.00	0.63
16 - Riverside-Wilson	30,799	30	1,027	0.39	1.00	0.69
17 - St. Augustine	25,175	30	839	0.32	1.00	0.66
19 - Arlington-Beaches	37,435	15	2,496	0.94	1.00	0.97
21 - Boulevard	20,698	30	690	0.26	1.00	0.63
22 - Avenue B	28,231	30	941	0.36	1.00	0.68
23 - Townsend-Southside	32,232	30	1,074	0.41	1.00	0.70
24 - Mayport Road	23,205	30	774	0.29	1.00	0.65
27 - Phillips Hwy-Avenues Walk	37,724	60	629	0.24	0.00	0.12
28 - Southside-Sunbeam	45,872	30	1,529	0.58	1.00	0.79
30 - 103rd Street	8,850	30	295	0.11	1.00	0.56
31 - Park-Blanding	28,709	60	478	0.18	0.00	0.09
32 - 45th-Golfair-21st	13,581	30	453	0.17	1.00	0.59

[8] Routes with select and/or irregularly timed trips during the weekday period are shown as having 180-minute headways for ease of calculation and to convey their comparatively low frequency.

Route	Jobs+Pop Within a Quarter-Mile of Stops	Week-day Peak Head-way	Jobs+Pop per Minute of Headway[8]	Jobs+Pop per Minute of Headway (Normal-ized)	Adherence to 30-minute Service or Better on Weekday	Frequency Criterion Score
40 - Airport Center-New Berlin	4,855	30	162	0.06	1.00	0.53
41 - Rampart-Ricker	11,538	30	385	0.14	1.00	0.57
50 - University	45,418	30	1,514	0.57	1.00	0.79
51 - Edgewood	18,456	30	615	0.23	1.00	0.62
53 - Commonwealth-Cassat	21,974	30	732	0.28	1.00	0.64
60 - Airport Express	2,831	30	94	0.03	1.00	0.52
80 - NAS Shuttle	7,098	180	39	0.01	0.00	0.01
81 - Dinsmore Shuttle	1,456	180	8	0.00	0.00	0.00
82 - Amazon Shuttle	449	15	30	0.01	1.00	0.51
102 - FCF Green Line	16,865	10	1,686	0.64	1.00	0.82
105 - FCF Orange Line	16,057	10	1,606	0.61	1.00	0.80
107 - FCF Blue Line	23,112	10	2,311	0.87	1.00	0.94
109 - FCF Red Line	18,485	10	1,848	0.70	1.00	0.85
202 - Mayport Express	17,051	60	284	0.11	0.00	0.05
500 - St Johns River Ferry	90	30	3	0.00	1.00	0.50
605 - Skyway	21,148	8	2,644	1.00	1.00	1.00
800 - Nassau Express Select	14,088	45	313	0.12	0.00	0.06
801 - St. Johns Express Select	11,351	180	63	0.02	0.00	0.01
811 - Clay Express Select	17,009	180	94	0.03	0.00	0.02
900 - Clay Flex Red Line	10,515	30	351	0.13	1.00	0.57
902 - Clay Flex Blue Line	11,688	30	390	0.15	1.00	0.57
903 - Clay Flex Magenta Line	162	30	5	0.00	1.00	0.50
904 - Clay Flex Green Line	1,026	30	34	0.01	1.00	0.51
905 - Clay Flex Purple Line	10,554	60	176	0.07	0.00	0.03
N1 - Nassau Flex Blue Line	1,391	180	8	0.00	0.00	0.00
N2 - Nassau Flex Red Line	1,234	180	7	0.00	0.00	0.00

Connectivity

As expressed in the goals and objectives for the TDP, a well-connected system makes moving within the service area easier for riders and facilitates transfers outside of the downtown core. The more connections a route has, particularly to First Coast Flyer routes and transit hubs, the more destinations a rider can access in a reasonable amount of time by transferring from that route to another. How connected each route is to other routes and hubs within the JTA network is measured by the following:

- Number of route connections
- Number of connections to First Coast Flyer routes
- Number of transit hub connections

This criterion was calculated by determining the number of routes, First Coast Flyer routes, and JTA transit hubs each route connected with. Then, a min-max normalization was performed on the results, converting each to a value between zero and one to provide an understandable ranking of values while preserving the distribution of the data.

Table 8-15 shows each route's resulting min-max normalized results for the three above measures, as well as its resulting Connectivity Criterion Score, expressed as a value between zero and one. The Criterion Score weights each of the three measures equally.

Table 8-15: Connectivity Criterion Score

Route	Route Connec-tions	FCF Connec-tions	Hub Connec-tions	Route Connect-ions (Normal-ized)	FCF Connec-tions (Normal-ized)	Hub Connec-tions (Normal-ized)	Connec-tivity Criterion Score
1 - North Main	31	4	1	0.94	1.00	0.20	0.71
3 - Moncrief	31	4	2	0.94	1.00	0.40	0.78
4 - Kings Road	28	4	2	0.84	1.00	0.40	0.75
8 - Beach Blvd	30	4	1	0.91	1.00	0.20	0.70
10 - Atlantic Blvd	12	2	2	0.34	0.50	0.40	0.41
11 - A. Phillip Randolph	27	4	1	0.81	1.00	0.20	0.67
12 - Myrtle Ave	28	4	3	0.84	1.00	0.60	0.81
13 - Commonwealth-Lane	29	4	1	0.88	1.00	0.20	0.69
14 - Normandy	28	4	1	0.84	1.00	0.20	0.68
15 - Normandy-Post	28	4	1	0.84	1.00	0.20	0.68
16 - Riverside-Wilson	29	4	1	0.88	1.00	0.20	0.69
17 - St. Augustine	30	4	2	0.91	1.00	0.40	0.77
19 - Arlington-Beaches	29	4	3	0.88	1.00	0.60	0.83
21 - Boulevard	28	4	3	0.84	1.00	0.60	0.81
22 - Avenue B	28	4	1	0.84	1.00	0.20	0.68
23 - Townsend-Southside	9	2	2	0.25	0.50	0.40	0.38
24 - Mayport Road	3	1	2	0.06	0.25	0.40	0.24
27 - Phillips Hwy-Avenues Walk	30	4	5	0.91	1.00	1.00	0.97
28 - Southside-Sunbeam	9	2	0	0.25	0.50	0.00	0.25
30 - 103rd Street	6	1	0	0.16	0.25	0.00	0.14
31 - Park-Blanding	32	4	1	0.97	1.00	0.20	0.72
32 - 45th-Golfair-21st	11	1	2	0.31	0.25	0.40	0.32
40 - Airport Center-New Berlin	6	1	1	0.16	0.25	0.20	0.20
41 - Rampart-Ricker	7	1	0	0.19	0.25	0.00	0.15
50 - University	11	2	1	0.31	0.50	0.20	0.34
51 - Edgewood	18	2	1	0.53	0.50	0.20	0.41
53 - Commonwealth-Cassat	11	1	0	0.31	0.25	0.00	0.19
60 - Airport Express	29	4	1	0.88	1.00	0.20	0.69

Route	Route Connec-tions	FCF Connec-tions	Hub Connec-tions	Route Connect-ions (Normal-ized)	FCF Connec-tions (Normal-ized)	Hub Connec-tions (Normal-ized)	Connec-tivity Criterion Score
80 - NAS Shuttle	29	4	1	0.88	1.00	0.20	0.69
81 - Dinsmore Shuttle	5	1	0	0.13	0.25	0.00	0.13
82 - Amazon Shuttle	5	1	1	0.13	0.25	0.20	0.19
102 - FCF Green Line	33	3	4	1.00	0.75	0.80	0.85
105 - FCF Orange Line	32	3	1	0.97	0.75	0.20	0.64
107 - FCF Blue Line	30	3	5	0.91	0.75	1.00	0.89
109 - FCF Red Line	31	3	4	0.94	0.75	0.80	0.83
202 - Mayport Express	30	4	4	0.91	1.00	0.80	0.90
500 - St Johns River Ferry	1	0	0	0.00	0.00	0.00	0.00
605 - Skyway	27	4	3	0.81	1.00	0.60	0.80
800 - Nassau Express Select	32	4	3	0.97	1.00	0.60	0.86
801 - St. Johns Express Select	29	4	3	0.88	1.00	0.60	0.83
811 - Clay Express Select	32	4	2	0.97	1.00	0.40	0.79

Table 8-16 shows each route's score for the Productivity and Frequency criteria listed above, as well as its resulting Plan Goals and Objectives Category Score, expressed as a value between zero and one.

Table 8-16: Productivity and Efficiency Category Score

Route	Frequency Score	Connectivity Score	Plan Goals and Objectives Category Score
1 - North Main	0.69	0.71	0.70
3 - Moncrief	0.64	0.78	0.71
4 - Kings Road	0.60	0.75	0.67
8 - Beach Blvd	0.66	0.70	0.68
10 - Atlantic Blvd	0.66	0.41	0.54
11 - A. Phillip Randolph	0.56	0.67	0.62
12 - Myrtle Ave	0.55	0.81	0.68
13 - Commonwealth-Lane	0.68	0.69	0.69
14 - Normandy	0.57	0.68	0.63
15 - Normandy-Post	0.56	0.68	0.62
16 - Riverside-Wilson	0.60	0.69	0.64
17 - St. Augustine	0.58	0.77	0.67
19 - Arlington-Beaches	0.74	0.83	0.78
21 - Boulevard	0.57	0.81	0.69
22 - Avenue B	0.59	0.68	0.64
23 - Townsend-Southside	0.60	0.38	0.49

Route	Frequency Score	Connectivity Score	Plan Goals and Objectives Category Score
24 - Mayport Road	0.63	0.24	0.43
27 - Phillips Hwy-Avenues Walk	0.06	0.97	0.51
28 - Southside-Sunbeam	0.64	0.25	0.45
30 - 103rd Street	0.54	0.14	0.34
31 - Park-Blanding	0.04	0.72	0.38
32 - 45th-Golfair-21st	0.54	0.32	0.43
40 - Airport Center-New Berlin	0.52	0.20	0.36
41 - Rampart-Ricker	0.54	0.15	0.34
50 - University	0.81	0.34	0.57
51 - Edgewood	0.56	0.41	0.48
53 - Commonwealth-Cassat	0.57	0.19	0.38
60 - Airport Express	0.51	0.69	0.60
80 - NAS Shuttle	0.00	0.69	0.35
81 - Dinsmore Shuttle	0.00	0.13	0.06
82 - Amazon Shuttle	0.50	0.19	0.35
102 - FCF Green Line	0.66	0.85	0.75
105 - FCF Orange Line	0.65	0.64	0.65
107 - FCF Blue Line	0.72	0.89	0.80
109 - FCF Red Line	0.67	0.83	0.75
202 - Mayport Express	0.03	0.90	0.46
500 - St Johns River Ferry	0.50	0.00	0.25
605 - Skyway	1.00	0.80	0.90
800 - Nassau Express Select	0.54	0.86	0.70
801 - St. Johns Express Select	0.01	0.83	0.42
811 - Clay Express Select	0.01	0.79	0.40
900 - Clay Flex Red Line	0.53	0.17	0.35
902 - Clay Flex Blue Line	0.54	0.11	0.32
903 - Clay Flex Magenta Line	0.50	0.00	0.25
904 - Clay Flex Green Line	0.50	0.11	0.31
905 - Clay Flex Purple Line	0.02	0.15	0.08
N1 - Nassau Flex Blue Line	0.00	0.29	0.15
N2 - Nassau Flex Red Line	0.00	0.22	0.11

8.2.3.2. Route Rankings within Phases

The project team assembled the above category and criteria scores into composite prioritization scores for each route based on the weights outlined in **Table 8-6**.

Table 8-17 presents these composite scores for each route, grouped by phase and ranked by score. Routes remaining unchanged by the TDP recommendations are shown at the bottom of the table for reference.

*Table 8-17: Route Rankings within Phases**

Phase	Route	Community Support Category Score	Transit Markets Category Score	Productivity and Efficiency Category Score	Plan Goals and Objectives Category Score	Final Score
Short Term	800 - Nassau Express Select	0.67	0.51	0.49	0.70	0.60
	19 - Arlington-Beaches	0.42	0.53	0.60	0.78	0.59
	1 - North Main	0.33	0.53	0.69	0.70	0.57
	60 - Airport Express	0.42	0.38	0.34	0.60	0.45
	51 - Edgewood	0.33	0.41	0.55	0.48	0.44
Medium Term	21 - Boulevard	0.67	0.63	0.55	0.69	0.64
	12 - Myrtle Ave	0.58	0.49	0.55	0.68	0.58
	17 - St. Augustine	0.58	0.42	0.55	0.67	0.56
	13 - Commonwealth-Lane	0.42	0.49	0.59	0.69	0.55
	4 - Kings Road	0.42	0.48	0.56	0.67	0.54
	11 - A. Phillip Randolph	0.33	0.59	0.55	0.62	0.54
	16 - Riverside-Wilson	0.33	0.44	0.56	0.64	0.51
	10 - Atlantic Blvd	0.50	0.42	0.56	0.54	0.50
	32 - 45th-Golfair-21st	0.58	0.46	0.57	0.43	0.50
	24 - Mayport Road	0.58	0.35	0.58	0.43	0.47
	53 - Commonwealth-Cassat	0.58	0.34	0.54	0.38	0.44
	41 - Rampart-Ricker	0.67	0.31	0.52	0.34	0.43
	31 - Park-Blanding	0.33	0.44	0.55	0.38	0.42
	40 - Airport Center-New Berlin	0.42	0.21	0.45	0.36	0.34
	N1 - Nassau Flex Blue Line	0.58	0.27	0.48	0.15	0.34
	N2 - Nassau Flex Red Line	0.42	0.29	0.48	0.11	0.30
Long Term	605 - Skyway	0.42	0.59	0.64	0.90	0.66
	8 - Beach Blvd	0.67	0.61	0.58	0.68	0.64
	14 - Normandy	0.67	0.44	0.58	0.63	0.57
	22 - Avenue B	0.50	0.53	0.54	0.64	0.56
	50 - University	0.50	0.49	0.58	0.57	0.53
	15 - Normandy-Post	0.50	0.44	0.56	0.62	0.53
	28 - Southside-Sunbeam	0.67	0.47	0.51	0.45	0.51
	23 - Townsend-Southside	0.33	0.44	0.51	0.49	0.45

Phase	Route	Community Support Category Score	Transit Markets Category Score	Productivity and Efficiency Category Score	Plan Goals and Objectives Category Score	Final Score
	30 - 103rd Street	0.50	0.31	0.55	0.34	0.40
	900 - Clay Flex Red Line	0.58	0.30	0.38	0.35	0.39
	902 - Clay Flex Blue Line	0.42	0.30	0.47	0.32	0.36
	904 - Clay Flex Green Line	0.50	0.23	0.26	0.31	0.31
	903 - Clay Flex Magenta Line	0.67	0.22	0.17	0.25	0.31
	905 - Clay Flex Purple Line	0.33	0.24	0.51	0.08	0.27
No Change	3 - Moncrief	0.58	0.61	0.62	0.71	0.64
	107 - FCF Blue Line	0.67	0.53	0.46	0.80	0.62
	102 - FCF Green Line	0.58	0.55	0.56	0.75	0.62
	109 - FCF Red Line	0.50	0.45	0.56	0.75	0.57
	27 - Phillips Hwy-Avenues Walk	0.42	0.67	0.52	0.51	0.54
	105 - FCF Orange Line	0.42	0.39	0.56	0.65	0.51
	801 - St. Johns Express Select	0.50	0.55	0.48	0.42	0.49
	811 - Clay Express Select	0.33	0.46	0.51	0.40	0.42
	80 - NAS Shuttle	0.67	0.26	0.51	0.35	0.42
	202 - Mayport Express	0.33	0.30	0.51	0.46	0.40
	500 - St Johns River Ferry	0.58	0.14	0.78	0.25	0.39
	81 - Dinsmore Shuttle	0.50	0.33	0.51	0.06	0.32
	82 - Amazon Shuttle	0.33	0.22	0.38	0.35	0.31

*The Commuter Support category scores shown are dummy figures to represent what table will look like once outreach is complete and the score is calculated. As such, the final scores are also provisional pending the conclusion of outreach.

8.3. Scenarios Overview

Recommendations were evaluated by comparing the 2034 future year scenario, which included all of the TDP recommendations, against a 2024 base year scenario with the existing JTA transit services. These scenarios were modeled using the Transit Boardings Estimation and Simulation Tool (TBEST) software, which produces estimates for ridership, revenue hours and miles, costs, and other service and service area metrics using a land use model. The Northeast Regional Planning Model (NERPM) employment estimates for 2019 and 2050 were used to configure the model for the 2024 base year and 2034 recommended system, respectively. The characteristics of the base year and future year scenarios are described below.

TBEST cannot model ridership for non-fixed-route transit services, such as JTA's ReadiRide demand-response service or paratransit service. Instead, ridership for these modes were forecast using separate methodologies described in the following sections.

8.3.1. Base Year (2024) Scenario

The base year scenario uses 2020 population and employment data to model JTA's 2024 fixed-route transit system. This system includes all fixed routes, including First Coast Flyers, local bus routes, Flex routes, and Express Select routes, along with the Skyway and St. John's Ferry. The TBEST model was constructed using JTA's General Transit Feed Specification (GTFS) data and was validated at the route level using observed ridership data from the June 2024 service period, which began on Monday, June 10, 2024 and ended Sunday, October 6, 2024.

8.3.2. Long Term (2034) Scenario – Visionary Network

The 2034 future year scenario is based on 2034 population and employment data and includes all planned and proposed changes to the fixed-route transit system to be implemented between 2024 and 2034. These changes include:

- Increased First Coast Flyer service
- 30-minute service on weekdays for all fixed routes
- Additional peak headway increases for prominent local routes during peak hours and on weekdays
- Alignment changes to prioritize regional and crosstown connections, including transfers to BRT
- Runtime adjustments to routes in need of On-Time Performance improvements
- Relocation of downtown terminus for Express Select routes from Bay S to JRTC Kiss & Ride
- Additional mid-route recovery time to longer routes in need of On-Time Performance improvements
- Improved accessibility for Spanish-speaking customers, including additional announcements in Spanish

8.4. Estimating Transit Demands

Three methods of estimating transit demand were used to forecast ridership, revenue hours and miles, and operating costs for JTA's transit system. Fixed-route demand was estimated in TBEST, ReadiRide demand-response demand was estimated using methodology developed by the National Center for Transit Research (NCTR), and paratransit demand was estimated with a spreadsheet tool developed by the Center for Urban Transportation Research (CUTR) for jurisdictions in Florida. Future year U^2C and Southeast Rail service are incorporated into TBEST to reflect the integration of bus service with these modes.

8.4.1. Fixed-Route Bus Service

Ridership for fixed-route bus service was estimated using TBEST, a land use-based ridership estimation program developed by the Florida Department of Transportation (FDOT). TBEST allows the user to build a detailed model of a fixed-route transit network, including route alignments, stops, running times, and complete schedules including headways and span of service. Ridership is then estimated at the stop level for weekdays by time period, Saturdays, and Sundays based on the number of jobs, land uses, and the population characteristics of residents with access to each fixed-route stop. Details on model development are described in **Appendix G: Transit Demand Estimation with TBEST**.

TBEST ridership estimates must be calibrated for each route so that the model produces results for the existing system that are consistent with observed ridership. Once the model is validated against existing conditions and adjustment factors are in place, future transit demand can be estimated. Estimates for routes in the future year scenario are adjusted according to the route's validation factor in the base year. In the case of new routes implemented in the future, validation factors are applied according to the

average adjustment for routes with the same classification. Application of validation factors to future year routes may result in inaccurate ridership estimates when future year routes differ significantly in segments served, available transfers, land uses served, or levels of service. For example, major segment transfers from Route 8 to Route 28, which has a lower route-level validation factor, may result in ridership estimates that are biased downward.

Similar to how TBEST model ridership estimates are adjusted to match observed data, base year revenue hour and peak vehicle estimates from TBEST were calibrated to existing conditions. The difference between existing conditions and TBEST estimates are largely attributable to the extensive use of interlining in JTA's system, which reduces the amount of recovery time needed for routes and the number of peak vehicles to operate service. Operating costs for fixed routes were estimated using these adjusted revenue hours. In **Chapter 9: Implementation Plan**, annual cost estimates and peak vehicle needs are based on the proposed changes effective in each year.

8.4.2. ReadiRide

ReadiRide ridership demand was forecast using two distinct methodologies. Between 2025 to 2027, when the ReadiRide zones will continue to operate as they currently do, a methodology was developed using transit ridership and population and employment data to project ridership. Trip generation for the years between 2028 and 2034, when two new ReadiRide zones will be added, some existing zones expanded, and span increased, were based on peer agency long-term zonal performance.

Details on these methodologies and their corresponding data sources and limitations can be found in **Appendix H: ReadiRide Ridership Estimation**.

8.4.3. Paratransit

Paratransit ridership demand was estimated based on the change in eligible riders within the existing service area compared to the proposed service area. The methodology uses an estimated annual number of trips per person to find the total number of potential paratransit trips. These estimates were calibrated to observed 2024 ridership and scaled according to population growth rates from the Florida Bureau of Economic and Business Research (BEBR). Details on the methodology, data sources, and limitations can be found in **Appendix I: Paratransit Ridership Forecasting**.

8.5. Future Network Summary

This section reviews the estimated ridership, costs, and performance of the 2034 future year system by comparison to the 2024 base year system. Additional forecasts for the St. Johns Ferry, ReadiRide, paratransit, modernized Skyway and U^{2}C system, and commuter rail are also presented.

8.5.1. System Summary

8.5.1.1. Fixed-Route Bus

TBEST estimates average daily ridership for each fixed-route as the sum of direct boardings and transfer boardings. **Table 8-18** shows the fixed-route bus annual ridership and revenue hours for all scenarios on weekdays, Saturdays, and Sundays. Between 2024 and 2034, fixed-route bus ridership is forecast to increase by 39 percent on weekdays, surpassing 6.6 million annual boardings. Annual fixed-route bus ridership is forecast to surpass 853,900 on Saturdays and 650,800 on Sundays in 2034, improving by 58 percent and 80 percent, respectively, compared to 2024.

Table 8-18: Fixed-Route Bus Average Daily Ridership

Annual Passenger Trips			
Scenario	**Weekday**	**Saturday**	**Sunday**
2024 Base Year	4,784,391	540,696	361,556
2027 Short Term	5,205,123	628,160	440,648
2031 Medium Term	6,084,954	764,400	560,300
2034 Long Term	6,659,154	853,996	650,832
Annual Revenue Hours			
Scenario	**Weekday**	**Saturday**	**Sunday**
2024 Base Year	734,924	88,379	80,740
2027 Short Term	815,495	103,589	96,184
2031 Medium Term	927,594	115,835	112,003
2034 Long Term	1,101,838	149,854	145,709

The base year and future year scenarios were compared at the annual level based on ridership, population and employment capture, revenue miles, revenue hours, average speed, average headway, and operating cost. **Table 8-19** contains a summary of these metrics for each scenario. Annual ridership estimates increased from 5.6 million in 2024 to more than 6.2 million, 7.4 million, and 8.1 million by 2027, 2031, and 2034, respectively. The system captures about 31 to 32 percent of the population and 45 to 49 percent of the employment for all scenarios, mostly in Duval and Clay Counties. The forecasted increase in ridership is greater than the increase in population, as evidenced by the increase in passenger trips per population served from 14.2 trips per person in 2024 to 19.4 trips per person in 2034.

Annual revenue miles as calculated by TBEST increased by 61 percent, from more than 10.5 million miles in 2024 to more than 17.0 million miles in 2034. Adjusted TBEST estimates for annual revenue hours increased by 55 percent, from over 900 thousand hours in 2024 to just under 1.4 million hours in 2034. Average system headway improved from 36.5 minutes to 27.9 minutes. Annual operating costs were calculated using fixed rates per revenue hour for each category of standard fixed-routes, Express Select routes, and Clay Community Transportation routes. In 2024, the total fixed-route operating cost per passenger increased from $19.76 in 2024 to $22.22 in 2034. Further details on operating costs can be found in **Chapter 9: Implementation Plan**.

Table 8-19: Fixed-Route Bus Annual Summary

Metric	2024 Base Year	2027 Short Term	2031 Medium Term	2034 Long Term
Estimated Annual Ridership	5,686,643	6,273,931	7,409,654	8,163,982
Total Population[1]	1,237,415	1,288,147	1,339,249	1,372,102
Service Area Population[2]	401,624	411,557	427,234	419,869
Percent Population Served of Total Population	32%	32%	32%	31%
Passenger Trips per Population Served	14.2	15.2	17.3	19.4

Metric	2024 Base Year	2027 Short Term	2031 Medium Term	2034 Long Term
Total Employment[9]	819,977	899,734	980,115	1,031,746
Total Employment Served[10]	404,030	423,700	452,925	465,300
Percent Employment Served of Total Employment	49%	47%	46%	45%
Estimated Annual Revenue Miles	10,530,819	11,487,692	13,442,313	17,000,103
Estimated Annual Revenue Hours	904,043	1,015,268	1,155,432	1,397,400
Average System Speed (MPH)	11.6	11.3	11.6	12.2
Average System Headway (minutes)	36.5	33.0	29.1	27.9
Passengers per Revenue Mile	0.54	0.55	0.55	0.48
Passengers per Revenue Hour	6.3	6.2	6.4	5.8
Estimated Annual Operating Cost	$112,363,806	$122,573,751	$143,429,526	$181,391,058
Estimated Operating Cost per Service Mile	$10.67	$10.67	$10.67	$10.67
Estimated Operating Cost per Passenger	$19.76	$19.54	$19.36	$22.22

8.5.1.2. Ferry

The forecasted ridership and revenue hours for St. Johns Ferry are summarized in **Table 8-20**. Ferry ridership was forecast according to the average annual growth rate for Duval County

Table 8-20: Ferry Annual Summary

Ferry Annual Passenger Trips			
Scenario	**Weekday**	**Saturday**	**Sunday**
2024 Base Year	325,728	64,896	64,896
2027 Short Term	285,012	64,532	64,532
2031 Medium Term	521,217	67,392	67,964
2034 Long Term	524,610	67,496	68,016
Ferry Annual Revenue Hours			
Scenario	**Weekday**	**Saturday**	**Sunday**
2024 Base Year	3,967	790	790
2027 Short Term	3,915	780	780
2031 Medium Term	3,967	790	790
2034 Long Term	3,967	790	790

[9] Total population and total employment based on interpolation of NERPM 2020 and 2050 estimates for corresponding years.

[10] Service area population and employment include areas within ¼-mile walking distance from fixed bus stops.

8.5.1.3. ReadiRide

ReadiRide ridership and revenue miles are forecasted to increase significantly from 2024 to 2034, as shown in **Table 8-21**. Ridership and revenue miles will increase in part due to the implementation of two new ReadiRide zones. Population growth over the 10-year period is also expected to result in higher ridership. Finally, upgrading the existing dial-a-ride system to an app-based system is expected to increase ridership substantially. ReadiRide operating costs are based on the number of revenue miles of service provided. Revenue miles are expected to grow with the number of passenger trips based on the current rate of revenue miles per passenger trip as calculated from 2024 ReadiRide data.

Table 8-21: ReadiRide Forecasting Summary

Annual Totals	2024 Base Year	2027 Short Term	2031 Medium Term	2034 Long Term
Passenger Trips	28,071	31,560	74,494	154,622
Revenue Miles	71,940	79,304	188,784	392,781

8.5.1.4. Paratransit

Paratransit ridership and revenue hours are forecasted to increase with the population of JTA's service area from 2024 to 2034, as summarized in **Table 8-22**. Paratransit operating costs are based on the number of revenue hours of service provided. Revenue hours are expected to grow with an increase in passenger trips based on the current rate of revenue hours per passenger trip. Ridership and revenue hour figures for 2024 are based on a full year of observed paratransit ridership for FY24.

Table 8-22: Paratransit Forecasting Summary

2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
Paratransit Annual Ridership										
275,901	286,009	289,931	293,853	297,775	301,697	305,619	309,542	313,464	317,386	321,308
Paratransit Annual Revenue Hours										
162,245	168,189	170,495	172,802	175,108	177,415	179,721	182,027	184,334	186,640	188,947

8.5.1.5. Skyway and U²C

Over the past several years, several possible extensions of the current Skyway system and technologies have been analyzed in the downtown area. The scenarios tested for the Skyway have focused on individual extension as well as a full system. For these different systems, operational plans have been developed and analyzed using the Federal Transit Administration's Simplified Trips on Project Software (STOPS). Recent studies have developed various operational plans based on different frequencies and route structures in each scenario and conducted extensive analysis of development patterns within the downtown area. Each of the Skyway extensions was studied individually, including the Brooklyn Station extension and the Sports Complex extension. The completed Transit Concept and Alternatives Review: Skyway Modernization and Brooklyn Extension report (TCAR 1) estimated an average annual operations and maintenance cost of $8.25-$9.50 million for alternatives that modernized the existing Skyway system and included an extension of service to Brooklyn.

Analysis of a full system expansion continues. The full system has several extensions as shown in **Figure 8-11**. The estimates for the full system were analyzed using TBEST. For 2027 Short Term and 2031 Medium Term scenarios, the Bay Street Extension (Central to Sports Complex) were added to weekday services in mixed traffic condition with 5-minute headway. Daily ridership of 1,672 and 1,808 were estimated for this Bay Street Extension for 2027 and 2031, respectively. For 2034 Long Term scenario, the full system was added to weekday services in mixed traffic condition with 5-minute headway. The total daily ridership of 10,777 was estimated for U²C full system.

Figure 8-11: Existing and Potential Skyway Stations Under Full System Expansion



8.5.2. Performance of 2034 System Relative to 2024 System

Under the proposed 2034 system, JTA will serve more customers with more frequent service. The system will also serve a similar proportion of the populations of Duval and Clay counties, with new connections from surrounding counties into job centers in Jacksonville. **Table 8-23** summarizes the annual ridership, population served, and employment served by the existing and proposed JTA transit systems. Due to a lack of refined cost, ridership, and service level information for proposed U2C and Southeast Commuter Rail services, operational and cost efficiency measures are not available at the systemwide level.

Table 8-23: Systemwide Annual Summary

Metric	2024 Base Year	2027 Short Term	2031 Medium Term	2034 Long Term
Estimated Annual Ridership[11]	6,438,920	7,447,517	8,882,374	12,336,312
Total Population[12]	1,237,415	1,288,147	1,339,249	1,372,102
Service Area Population[13]	401,640	411,626	427,304	419,947
Percent Population Served of Total Population	32%	32%	32%	31%
Passenger Trips per Population Served	16.0	18.1	20.8	29.4
Total Employment[13]	819,977	899,734	980,115	1,031,746
Total Employment Served[14]	404,048	423,860	453,088	465,471
Percent Employment Served of Total Employment	49%	47%	46%	45%

Fixed-route service by service type is shown in **Table 8-24**. Two bus routes (Route 40 and 41) will be added to the 2031 Medium Term and 2034 Long Term, while two bus routes will be removed in future years (Route 18 removed by 2031 and Route 25 removed by 2034). An Airport Express (Route 60) will be added to the 2027 Short Term and later. A new Clay County Flex Route (Route 905) will be added to the 2034 Long Term scenario connecting Orange Park Mall and Middleburg VA Clinic. Two Nassau County Flex routes (Route N1 and N2) will be added to the 2031 Medium Term and later.

ReadiRide will continue to expand from its 14 existing zones to 16 zones by 2028 with increasing ridership as the population of the region grows. Demand for paratransit ridership is also forecast to increase by 2034. Other new services will support the growth of ReadiRide, paratransit, and fixed-route transit, including the Ultimate Urban Circulator system of autonomous vehicles.

[11] Includes fixed-route services, Ferry, and Skyway and U2C Extensions.
[12] Total population and total employment based on interpolation of NERPM 2020 and 2050 estimates for corresponding years.
[13] Service area population and employment include areas within ¼-mile walking distance from fixed bus stops.

Table 8-24: Number of Routes or Zones by Service type

Service type	2024 Base Year	2027 Short Term	2031 Medium Term	2034 Long Term
First Coast Flyer (BRT)	4	4	4	4
Frequent	2	2	2	2
Connector	23	24	25	25
Coverage	2	2	2	2
Circulator	3	3	3	3
Express Select	3	3	3	3
Flex	4	4	6	7
ReadiRide	12	12	14	14
Other Services	Ferry, Skyway	Ferry, Skyway/U^{2}C	Ferry, Skyway/U^{2}C	Ferry, Skyway/U^{2}C

As service grows to match demand, average headways and wait times will decline. **Table 8-25** illustrates average fixed-route bus system headways for Weekday, Saturday, and Sunday in the four scenarios. Additional high-frequency service on U2C routes will further reduce wait times for many passengers. Figures for average headways are unweighted and represent the average of route-level average headways.

Table 8-25: Average Headways

Scenario	Weekday	Saturday	Sunday
2024 Base Year	32.4	47.2	46.1
2027 Short Term	29.9	41.5	40.1
2031 Medium Term	26.4	36.3	35.4
2034 Long Term	19.1	35.3	35.0

Over time, the recommended service improvements reflect a steady increase in resources for all the service typees, while the share of resources are held steady (**Table 8-26**). After the addition of Frequent service on Clay County Flex Routes, the other category will represent a reduced share of fixed-route services. As the Jacksonville region grows, ReadiRide demand-response services are expected to provide an increasing share of coverage service that might have otherwise been provided by infrequent Community Shuttle services. As JTA continues to evolve from a provider of fixed-route transit to a mobility integrator spanning several modes, other services such as automated vehicles and rideshare could also address these first- and last-mile needs.

Table 8-26: Revenue Hours by Service type

Service Class	2024 Base Year		2027 Short Term		2031 Medium Term		2034 Long Term	
	Annual Revenue Hours	Share	Annual Revenue Hours	Share	Annual Revenue Hours	Share	Annual Revenue Hours	Share
First Coast Flyer (BRT)	224,917	24.9%	224,917	22.2%	234,668	20.3%	234,668	16.8%
Frequent	81,887	9.1%	94,900	9.3%	102,190	8.8%	102,373	7.3%
Connector	545,969	60.4%	642,719	63.3%	745,149	64.5%	768,845	55.0%
Coverage	16,281	1.8%	16,281	1.6%	29,746	2.6%	34,137	2.4%
Circulator	10,612	1.2%	10,612	1.0%	10,612	0.9%	10,612	0.8%
Express Select	7,204	0.8%	8,665	0.9%	8,900	0.8%	7,726	0.6%
Flex	17,174	1.9%	17,174	1.7%	24,166	2.1%	239,039	17.1%

9. IMPLEMENTATION PLAN

9.1. Introduction

The Transit Development Plan's implementation plan identifies the phasing and financial planning strategies necessary to implement the constrained 10-Year Transit Plan improvements described in prior sections. The Phasing Plan sets a proposed schedule of implementation for improvements that will support planned capital projects, constrain operating cost growth, and prioritize the most effective recommendations for implementation. The Financial Plan forecasts JTA's costs and revenues for operating and capital needs and includes strategies to implement the 10-Year Transit Plan.

9.2. Phasing Plan

9.2.1. Implementation Strategy

Implementation of the TDP recommendations is anticipated to take place in phases beginning in FY2025. Changes will be implemented during the operator "pick," when operators select the routes they wish to operate in order of seniority. Like many transit agencies, JTA typically implements service changes during these times.

The timing of recommendations is guided by several principles:

- **Support planned JTA service changes and capital improvements**: Implementation will be timed to leverage or otherwise implement existing JTA plans. Coming improvements include:
  - **June 2025** – Initial implementation of Autonomous Vehicles on Bay St. Corridor.
  - **November 2026** – Completion of U^{2}C Skyway Automated People Mover extension.
  - **2024-2027** – Bus Stops of the Future implementation, including ADA accessibility and enhanced bus stop amenities.
  - **2024-2027** – Transit Exclusive Lanes pilot program and continued implementation of Transit Signal Priority.
  - **2025-2028** – Introduction of Southeast Rail service.

  Because the timing and scope of U^{2}C and Southeast Rail improvements remain under study, the phasing plan does not assume service changes related to those projects will occur in a particular year. However, TDP recommendations envision feeder bus and network improvements to ensure integration of JTA fixed-route transit, automated vehicle, and rail services.
- **Constrain phasing plan to reasonable increases in costs**: The phasing of proposals is sensitive to existing JTA service costs and proposals for service and capital improvements. Three of the proposed route changes in the short-term phase can be implemented at minimal additional cost to the agency. One of the proposals is for a route that is already productive and is expected to generate more revenue with the proposed service additions.
- **Implement related improvements at the same time**: Routes that have related recommendations will be implemented at the same time. For example, service lost by the proposed truncation of Route 53 will be supplemented with the increase of service on Route 13. In this way, the access to transit enjoyed by JTA customers will not be interrupted by changes.

- **Prioritize improvements based on ridership potential, cost, and productivity of recommendations:** Some proposed changes are less costly to implement, while others may be more costly but have a larger ridership benefit. Therefore, groups of recommendations with higher improvement to passengers per revenue hour are implemented in the earlier years of the TDP, subject to cost constraints. Proposed changes which help redefine overall service to match agency goals, such as feeding local service to First Coast Flyers outside of downtown Jacksonville, are also prioritized in the short-term. Meanwhile, more costly improvements like major frequency increases and alignment changes are implemented in the long-term. The recommendations also make efforts to ensure geographic equity in the phasing of improvements, such that improvements in early years of the plan are not limited to only a single area of Jacksonville.
- **Adjust phasing to mitigate the effects of unfunded needs.** Due to the visionary nature of this TDP's recommendations, the cost of the slate of recommendations based purely on the prioritization scoring discussed in the previous chapter sometimes exceeded the expected financial constraints in a given year. Therefore, some more costly or more complex recommendations were shifted to different horizons, including the largely unfunded long-term phase. This will ensure that JTA can implement improvements steadily, assess changing conditions as previous investments come online, and make calculated decisions to pursue discretionary funding without affecting current services.

9.2.2. Phases of Changes

Based on the implementation strategy, recommendations for fixed route bus and ReadiRide services will be implemented in several phases:

- **Short-Term:** This phase captures FY2025-FY2027. Proposals which have a significant benefit for equity populations are prioritized, as well as low-cost, low-magnitude changes. In this phase, changes to increase productivity on already productive routes will also be prioritized, as well as any proposals which represent foundational changes to the overall system.
- **Medium-Term:** This phase captures FY2028-FY2031. Higher-priority changes which are contingent on actions made in the short-term (e.g., development of a microtransit app to implement microtransit zone changes) will be made in this phase. Proposals with somewhat intensive changes and medium or low benefit for equity populations, but which still present opportunities for increased productivity, will be implemented in this phase. Finally, most service discontinuations will be implemented in the medium-term; these can be difficult to implement but can free up capital for long-term service changes.
- **Long-Term:** This phase captures FY2032-FY2034 and beyond. In this phase, higher-cost changes with lower-priority rider benefits and less urgency will be implemented. Any recommendation identified in this phase is considered an unfunded need.

The proposed phasing of JTA's service changes is outlined in **Table 9-1**.

Table 9-1: Proposed Phasing of JTA Service Changes

Implementation (fiscal year)	Location	Route	Description
Short-Term			
2025	Nassau	Nassau Express Select	Extend route alignment.
	U²C Bay Street Innovation Corridor	U²C Phase 1	U²C Phase 1 service to begin June 2025.
2026	North Main	1	Increase frequency and span.
	Airport Express	60	Extend alignment to Kings Ave. Increase frequency and span.
2027	A. Phillip Randolph	11	Increase weekend frequency.
	Myrtle Ave	12	Increase weekend frequency.
Medium-Term			
2028	Atlantic/monument	18	Eliminate service.
	San Jose Blvd	25	Eliminate service.
	Phillips Hwy/Avenues Walk	27	Eliminate service.
	Arlington	ReadiRide Arlington Zone	Modify/Implement ReadiRide Zone.
	Beaches	ReadiRide Beaches Zone	Modify/Implement ReadiRide Zone.
	Collins	ReadiRide Collins Zone	Modify/Implement ReadiRide Zone.
	Highlands	ReadiRide Highlands Zone	Modify/Implement ReadiRide Zone.
	Mandarin	ReadiRide Mandarin Zone	Modify/Implement ReadiRide Zone.
	Northside	ReadiRide Northside Zone	Modify/Implement ReadiRide Zone.
	Oakleaf	ReadiRide Oakleaf Zone	Modify/Implement ReadiRide Zone.
	Pritchard	ReadiRide Pritchard Zone	Modify/Implement ReadiRide Zone.

Implementation (fiscal year)	Location	Route	Description
	Southeast	ReadiRide Southeast Zone	Modify/Implement ReadiRide Zone.
	Southside	ReadiRide Southside Zone	Modify/Implement ReadiRide Zone.
	Talleyrand	ReadiRide Talleyrand Zone	Modify/Implement ReadiRide Zone.
	University	ReadiRide University Zone	Modify/Implement ReadiRide Zone.
	Wheat Road	ReadiRide Wheat Road Zone	Modify/Implement ReadiRide Zone.
	Woodstock	ReadiRide Woodstock Zone	Modify/Implement ReadiRide Zone.
	Sandalwood	ReadiRide Sandalwood Zone	Modify/Implement ReadiRide Zone.
	Miramar/Larson	ReadiRide Miramar/Larson Zone	Modify/Implement ReadiRide Zone.
2029	Boulevard	21	Increase frequency.
	Edgewood	51	Increase frequency.
	U^{2}C Neighborhood Extensions	U^{2}C Phase 3	U^{2}C Neighborhood Extensions estimated to begin.
2030	Atlantic Blvd	10	Increase frequency, extend all changes to Regency Square Mall.
2031	Orange Park Mall	Orange Line	Add pair of stops at Blanding and Youngerman.
	Kings Road	4	Increase peak frequency.
	Arlington/Beaches	19	Increase weekend frequency.
	Mayport Road	24	Extend to create Beach Shuttle.
	McDuff	32	Truncate route south of Amtrak station. Increase frequency.
	U^{2}C Skyway Conversion	U^{2}C Phase 2	Skyway service replaced by U^{2}C Phase 2.

Implementation (fiscal year)	Location	Route	Description
Long-Term			
2032	Commonwealth/Lane	13	Increase weekday frequency.
	St. Augustine	17	Truncate at Kings Ave Station, increase frequency.
	103rd Street	30	Add short turn pattern. Increase frequency.
	Park/Blanding	31	Eliminate service.
	Commonwealth/Cassat	53	Truncate route at James Weldon Johnson. Increase weekday frequency.
	Clay Flex Red Line	900	Modify route. Increase weekend frequency.
	Clay Flex Blue Line	902	Modify route. Increase weekend frequency.
	Nassau Flex Blue Line	N1	Add new service.
	Nassau Flex Red Line	N2	Add new service.
2033	Normandy	14	Increase weekday and Saturday frequency.
	Riverside/Wilson	16	Add short turn pattern, increase frequency.
	Airport Center/New Berlin	40	Add new service.
	Rampart/Ricker	41	Add new service.
	Clay Flex Magenta Line	903	Increase weekend frequency.
	Clay Flex Green Line	904	Increase weekend frequency.
2034	Beach Blvd	8	Extend Town Center pattern, increase frequency.
	Avenue B	22	Increase frequency and span, convert to crosstown service south of 13th street.
	Townsend/Southside	23	Truncate at Regency Square Mall, increase frequency.
	Southside/Sunbeam	28	Modifications on north and south ends. Increase frequency and span.
	University	50	Increase frequency.
	Orange Park Mall to Middleburg VA Clinic	905	Add new service.

Implementation (fiscal year)	Location	Route	Description
Services with No Changes			
Continue Existing Service	Moncrief	3	No changes.
	NAS Shuttle	80	No changes.
	Dinsmore Shuttle	81	No changes.
	Amazon Shuttle	82	No changes.
	Mayport Express	202	No changes.
	Avenues Walk	Blue Line	No changes.
	Armsdale	Green Line	No changes.
	Arlington/Beaches	Red Line	No changes.
	St Johns River Ferry	Ferry	No changes.
	St. Johns Express Select	St. Johns	No changes.
	Clay Express Select	Clay	No changes.

9.3. Financial Plan

The TDP Financial Plan describes the specific funding strategies used to implement the Phasing Plan. The TDP Financial Plan is guided by the FDOT Financial Plan template, which is completed for JTA in **Appendix K: Financial Plan**. The primary inputs to and conclusions of this financial plan are described in the sections below.

The financial plan should be adjusted in future years as the scope and funding of major capital projects such as the second ferry, U^{2}C, and First Coast Commuter Rail services are refined, and as regional priorities are reevaluated.

9.3.1. Assumptions

The Financial Plan estimates financial needs for the proposed 10-Year Transit Plan based on the recommended improvements and the assumptions described in this section. Operating and capital cost assumptions are identified in **Table 9-2**. Cost per revenue assumptions were used in the financial planning tool to estimate annual operating costs for each of JTA's existing and proposed services based on corresponding service data. Growth rate and inflation rate assumptions were used to ensure costs were forecasted realistically across the 10-year period. Operating and capital revenue assumptions are identified in **Table 9-3**. These assumptions ensure that revenue growth is forecasted properly across the 10-year period. JTA verified all assumptions based on the corresponding sources in the tables below.

Table 9-2: Operating and Capital Cost Assumptions

Name	Assumption	Source(s)
Fixed-Route Operating Cost per Revenue Hour	$192.00	FY24 projected costs and revenue hours
Paratransit Operating Cost per Revenue Hour (Duval)	$89.98	FY24 projected costs and revenue hours
Paratransit Operating Cost per Revenue Hour (Clay)	$42.67	FY24 projected costs and revenue hours
Skyway Operating Cost per Revenue Hour	$1,110.53	FY24 projected costs and revenue hours
ReadiRide Operating Cost per Trip	$29.64	Calculated based on FY24 projected ridership and costs
Express Select Operating Cost per Revenue Hour	$93.43	FY24 projected costs and revenue hours
Ferry Operating Cost per Revenue Hour	$743.22	FY24 projected costs and revenue hours
Clay Community Transportation Cost per Revenue Hour	$47.09	FY24 projected costs and revenue hours
Gameday Xpress Cost per Revenue Hour	$192.00	FY24 projected costs and revenue hours
U2C Capital Cost per Mile	$21,666,677	Capital costs of Bay Street Innovation Corridor divided by mileage
Duval County Population Growth	1%	Avg. ann. growth rate for 2020-2025, Florida BEBR
Clay County Population Growth	2%	Avg. ann. growth rate for 2020-2025, Florida BEBR
Operating Costs Inflation Rate	3%	20-year cashflow analysis
Unallocated Operating Costs	1%	Input from JTA staff
Capital Cost Inflation Rate	3%	FDOT Construction Cost Index

Table 9-3: Operating and Capital Revenue Assumptions

Name	Assumption	Source(s)
Federal Grants	2% annual growth	Escalation factor based on long-term annual year-over-year growth in the Federal Formula Funding program nationwide.
State Grants	3% annual growth	Assumes a fixed sum through the planning horizon of the TDP
Federal Preventative Maintenance	0% annual growth	Assumes a fixed sum through the planning horizon of the TDP
State Transportation Disadvantaged Fund	2% annual growth	Assumes a fixed sum through the planning horizon of the TDP
Bi-Annual Fare Increase Assumption	6%	Based on JTA fare increase formula; assume 25% increase in fare revenue
Revenue per Passenger	$1.49	Fare revenue divided by ridership
Non-Fare Directly Generated Revenue	2% year over year growth	Includes a variety of non-fare revenue such as advertising. Assumption that this revenue will track with inflation
JTA Capital Fund	2%	Assume this tracks with inflation
Interest Earned	2%	Input from JTA staff
City of Jacksonville Paratransit Contribution	2%	Assume revenue will track with inflation
Transfer to JTA Funds	2%	Revenue source represents internal fund transfers from bus to other modes. Will track with inflation.
Gas Tax	1% (2025-2030); 0% (2031-2034)	Assume state gas tax revenue will track with projected increases in annual Vehicle Miles Traveled nationwide (FHWA)
Sales Tax	2%	Input from JTA staff. Rate below state forecast of sales tax revenue.

9.3.2. Operating Costs

The operating costs are summarized across the next 10 years in **Table 9-4**. The operating budget is divided into two types of expenses. The first are the baseline costs, which represent the operating costs of maintaining current service over the next 10 years. The baseline costs will grow over time due to inflation and escalating operating costs. The baseline costs also include the implementation of U^{2}C and Water Taxi, which are denoted as “Other” in the table below. These costs are based on projections provided by JTA and may be subject to change.

The following assumptions were used to estimate operating costs for U²C across the ten-year period:

- U²C Phase 1 (Bay Street Innovation Corridor) will begin service in June 2025.
- U²C Phase 2 (Skyway Conversion) will begin service in 2031 and replace the existing Skyway service.
- U²C Phase 3 (Neighborhood Extensions) will begin service in 2029.
- Operating costs for all three phases of U²C will not exceed $8 million for the first five years. Beyond the five-year horizon, operating costs for U²C will not exceed the cost of operating existing Skyway service.

The second type of costs are the net costs associated with future service improvements. By 2034, the service improvements in the TDP will result in $100 million of additional annual operating costs on top of the costs of maintaining current service. These costs incorporate the proposed changes to all of JTA's services, including the implementation of new ReadiRide zones, new Nassau Flex service, and new Clay Flex service.

Table 9-4: Operating Costs (in thousands)

	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34
Baseline Operating Costs										
Bus	**$135,987**	**$140,067**	**$144,269**	**$148,597**	**$153,055**	**$157,646**	**$162,376**	**$167,247**	**$172,265**	**$177,432**
Bus – Duval	*$134,784*	*$138,828*	*$142,993*	*$147,282*	*$151,701*	*$156,252*	*$160,939*	*$165,768*	*$170,741*	*$175,863*
Bus – Clay	*$1,085*	*$1,117*	*$1,151*	*$1,185*	*$1,221*	*$1,258*	*$1,295*	*$1,334*	*$1,374*	*$1,415*
Bus - Nassau	*$118*	*$122*	*$125*	*$129*	*$133*	*$137*	*$141*	*$145*	*$150*	*$154*
ADA Paratransit	**$15,248**	**$15,927**	**$16,636**	**$17,377**	**$18,151**	**$18,959**	**$19,803**	**$20,684**	**$21,605**	**$22,567**
Paratransit – Duval	*$15,248*	*$15,927*	*$16,636*	*$17,377*	*$18,151*	*$18,959*	*$19,803*	*$20,684*	*$21,605*	*$22,567*
Paratransit – Clay	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*
Paratransit - Nassau	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*
Skyway	**$8,047**	**$8,288**	**$8,537**	**$8,793**	**$9,057**	**$9,329**	**$0**	**$0**	**$0**	**$0**
Ferry	**$3,678**	**$3,789**	**$3,902**	**$4,019**	**$4,140**	**$4,264**	**$4,392**	**$4,524**	**$4,660**	**$4,799**
ReadiRide	**$707**	**$728**	**$750**	**$772**	**$796**	**$819**	**$844**	**$869**	**$895**	**$922**
Other	**$4,000**	**$8,000**	**$8,000**	**$8,000**	**$8,000**	**$9,329**	**$11,889**	**$12,246**	**$12,613**	**$12,991**
Baseline Total	**$167,667**	**$176,799**	**$182,094**	**$187,559**	**$193,198**	**$200,346**	**$199,304**	**$205,570**	**$212,038**	**$218,713**

	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34
Proposed Additional Operating Costs										
Bus	**$211**	**$7,035**	**$10,716**	**$11,001**	**$8,562**	**$8,500**	**$31,176**	**$55,405**	**$75,034**	**$93,923**
Bus – Duval	*$0*	*$6,807*	*$10,482*	*$10,760*	*$8,314*	*$8,244*	*$30,912*	*$46,545*	*$60,900*	*$78,579*
Bus – Clay	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$6,889*	*$12,104*	*$13,253*
Bus - Nassau	*$211*	*$227*	*$234*	*$241*	*$248*	*$256*	*$263*	*$1,971*	*$2,030*	*$2,091*
ADA Paratransit	**$2,212**	**$2,311**	**$2,413**	**$2,521**	**$2,633**	**$2,750**	**$2,873**	**$3,001**	**$3,134**	**$3,274**
Paratransit – Duval	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*
Paratransit – Clay	*$1,813*	*$1,894*	*$1,978*	*$2,066*	*$2,158*	*$2,254*	*$2,354*	*$2,459*	*$2,569*	*$2,683*
Paratransit - Nassau	*$399*	*$417*	*$436*	*$455*	*$475*	*$497*	*$519*	*$542*	*$566*	*$591*
Skyway	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
Ferry	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
ReadiRide	**$0**	**$0**	**$0**	**$376**	**$622**	**$943**	**$1,364**	**$1,920**	**$2,662**	**$3,661**
Proposed Service Total	**$2,423**	**$9,345**	**$13,130**	**$13,898**	**$11,817**	**$12,193**	**$35,412**	**$60,326**	**$80,831**	**$100,857**
Total Operating Costs	**$170,091**	**$186,144**	**$195,224**	**$201,456**	**$205,015**	**$212,539**	**$234,716**	**$265,896**	**$292,869**	**$319,570**

9.3.3. Operating Revenues

The estimated operating revenues for the next 10 years are located in **Table 9-5**. JTA receives operating revenue from three key sources. The first category of funding is federal and state grants. A portion of the Federal Formula funds received by JTA can be used for Preventative Maintenance (PM) expenditures, which falls under the operating budget. JTA receives additional federal operating money for FTA section 5310, which is reserved for transit servicing seniors and people with disabilities. Beyond federal formula funding, JTA receives additional grant funding from the State of Florida.

The second category of funding is revenue directly generated by JTA. This includes farebox revenue, advertising/concession revenue, and interest earned. Farebox revenue is the single largest component of funding in this category. The improvements outlined in this TDP will indirectly impact farebox revenue by impacting ridership. Moreover, JTA has a policy of increasing its fares every two years according to a formula based on inflation and average increase in operating costs.

The third source of operating funds are Local and Other funding. This category includes dedicated gas tax and sales tax revenue, the largest source of operating funding for the entire agency. Additional sources of money include internal transfers between modal funds and a City of Jacksonville paratransit contribution. Local funding also includes contributions from Clay County and Nassau County, which are assumed to be equivalent to the total annual operating costs of services within those jurisdictions.

As sales and gas tax revenue is a critical component of agency funding, JTA is heavily impacted by macro-economic and consumer trends that impact these revenue sources. A drop in consumer spending would impact sales tax revenue, while greater fuel efficiency, reduction in vehicle miles travelled, or transition to electric vehicles would reduce gas tax revenue.

Table 9-5: Operating Revenues (in thousands)

	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34
State and Federal Funding										
Federal Grants	$6,259	$6,384	$6,512	$6,642	$6,775	$6,910	$7,049	$7,190	$7,333	$7,480
State Grants	$4,110	$4,213	$4,318	$4,426	$4,537	$4,650	$4,767	$4,886	$5,008	$5,133
Federal Preventative Maintenance	$1,016	$1,016	$1,016	$1,016	$1,016	$1,016	$1,016	$1,016	$1,016	$1,016
State Transportation Disadvantaged Fund	$1,343	$1,370	$1,397	$1,425	$1,454	$1,483	$1,512	$1,543	$1,573	$1,605
State and Federal Finding Total	**$12,728**	**$12,983**	**$13,243**	**$13,509**	**$13,781**	**$14,059**	**$14,344**	**$14,634**	**$14,931**	**$15,234**
Direct Revenue										
Farebox Revenue	$10,345	$11,042	$11,469	$12,378	$12,827	$14,244	$15,661	$16,394	$17,045	$18,759
Non-Transportation Revenue	$7,936	$8,135	$8,339	$8,546	$8,758	$8,974	$9,194	$9,419	$9,648	$9,882
Interest Earned	$6,060	$6,181	$6,305	$6,431	$6,560	$6,691	$6,825	$6,961	$7,100	$7,242
Direct Revenue Total	**$24,341**	**$25,358**	**$26,112**	**$27,356**	**$28,144**	**$29,909**	**$31,680**	**$32,774**	**$33,793**	**$35,883**
Local and Other										
City of Jacksonville Paratransit	$1,813	$1,849	$1,886	$1,924	$1,962	$2,002	$2,042	$2,082	$2,124	$2,167

	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34
Clay County	$2,898	$3,011	$3,129	$3,251	$3,379	$3,512	$3,650	$10,682	$16,047	$17,351
Nassau County	$729	$766	$795	$825	$857	$889	$923	$2,658	$2,746	$2,836
Transfer to JTA Funds	$28,513	$29,083	$29,665	$30,258	$30,864	$31,481	$32,110	$32,753	$33,408	$34,076
Operating Surplus	$5,873									
Gas Tax	$17,000	$17,170	$17,342	$17,515	$17,690	$17,867	$17,867	$17,867	$17,867	$17,867
Sales Tax	$102,225	$104,270	$106,355	$108,482	$110,652	$112,865	$115,122	$117,425	$119,773	$122,168
Local and Other Revenue Total	**$159,051**	**$156,149**	**$159,172**	**$162,256**	**$165,403**	**$168,615**	**$171,714**	**$183,467**	**$191,965**	**$196,466**
Total Operating Revenues	**$196,120**	**$194,490**	**$198,527**	**$203,121**	**$207,329**	**$212,583**	**$217,738**	**$230,875**	**$240,689**	**$247,583**

9.3.4. Capital Costs

The capital budget is shown in **Table 9-6** and includes investments in vehicles, technology, facilities, safety, and equipment. These investments are divided based on JTA's divisions: Bus, Connexion, Skyway, Ferry, General Fund, and U²C. The implementation of U²C accounts for the largest sum of capital costs over the next ten years. However, capital costs decrease in 2031 when the construction of U²C is assumed to be complete. The following assumptions were used to estimate U²C capital costs across the 10-year period:

- Capital costs for U²C Phase 1 (Bay Street Innovation Corridor) will total $65 million across a five-year period ending in 2025.
- Capital costs for U²C Phase 2 (Skyway Conversion) will total $271 million across a six-year period from 2025 through 2030.
- Capital costs for U²C Phase 3 (Neighborhood Extensions) will equal the cost per mile of Phase 1 (see **Table 9-2**) multiplied by the total mileage of the Phase 3 alignments. This results in $119 million of capital costs for Phase 3 across a four-year period from 2025 through 2028.
- Skyway costs will be gradually phased out over the 10-year period as the service is replaced with U²C.

Over the next 10 years, covering JTA's capital costs will require $952 million in funding.

Table 9-6: Capital Costs (in thousands)

	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34
Bus Division	$17,233	$20,181	$20,230	$19,534	$17,737	$25,819	$27,304	$32,734	$27,951	$33,628
Connexion Division	$5,840	$2,500	$3,120	$3,333	$3,333	$3,560	$3,803	$4,062	$4,339	$4,635
Skyway Division	$5,127	$3,370	$3,808	$3,897	$3,617	$2,893	$2,170	$1,447	$723	$0
Ferry Division	$464	$7,600	$10,186	$9,194	$5,100	$365	$5,355	$383	$5,623	$402
General Fund Division	$25,144	$25,761	$44,032	$36,216	$29,421	$29,519	$1,600	$1,600	$1,600	$1,600
U2C Division	$87,999	$74,999	$74,999	$74,999	$45,141	$45,141	$0	$0	$0	$0
Total Capital Costs	**141,807**	**134,411**	**156,375**	**147,173**	**104,349**	**107,297**	**40,232**	**40,225**	**40,236**	**40,265**

9.3.5. Capital Revenues

Capital revenue projections for the next 10 years are detailed in **Table 9-7**. JTA, as most other transit agencies, relies on a mix of revenues and one-off discretionary grants to fund capital improvements. In 2024, grants were over 65 percent of the capital budget. These types of funds are essential for major capital expansion projects. For the sake of the TDP update, no additional discretionary grants were included in the financial projection that have not already been awarded to the agency. This results in a large unfunded capital investment balance.

JTA receives an annual allocation of capital funding from the FTA through formula funding. Formula funds are based on the amount of service being provided and population of the Jacksonville metropolitan area; as such, formula funding is fairly predictable. Formula funds are most often used for state of good repair investments such as replacing buses, investing in core technology, and renovating passenger facilities. Formula funds generally do not produce enough revenue to cover the full cost of a major capital investment. FTA requires transit agency recipients to cover at least 20 percent of the cost of a project with a local match. JTA's match contribution is covered by toll revenue credits and incorporated into all formula fund figures presented in this chapter. Federal formula grants are broken into several sections, each with specific restriction on funding eligibility:

- **5307 Urbanized Area:** 5307 funding represents the largest share of formula funding to JTA. These funds can be used on any capital expenditure. There are a few subsets to 5307 funding at JTA, including funding for planning and an FHWA contribution for ferries.
- **5337 Fixed-Guide State of Good Repair:** 5337 funding can be used only on state of good repair investments on fixed-guideway modes such as Skyway.
- **FTA 5339 Bus and Bus Facility:** 5339 funding is reserved for procurement of new revenue vehicles and bus-related maintenance facilities.

One source of capital revenue not reflected in this plan are transfers from JTA's contingency fund. Unspent operating revenue at the end of the year go into the agency's contingency fund balance and can be utilized for both future years operating or capital expenses. These funds would likely be utilized as a local match for future discretionary grants.

Table 9-7: Capital Revenues (in thousands)

	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34
Federal Grants	$20,058	$20,459	$20,868	$21,285	$21,711	$22,145	$22,588	$23,040	$23,501	$23,971
Federal NAE Grants	$18,226	$18,226	$18,226	$18,226	$18,226	$18,226	$18,682	$19,149	$19,627	$20,118
Local Option Gas Tax	$12,794	$12,922	$13,051	$13,182	$13,314	$13,447	$13,447	$13,447	$13,447	$13,447
Total Capital Revenues	**$51,078**	**$51,607**	**$52,145**	**$52,693**	**$53,251**	**$53,818**	**$54,717**	**$55,635**	**$56,575**	**$57,536**

9.3.6. Unfunded Balance

The net operating balance and net capital balance across the next 10 years are located in Table 9-9 and **Table 9-10**, respectively. The TDP recommendations result in a significant unfunded operating and capital budget. The operating budget deficit totals $134 million over 10 years. As discussed above, recommendations were prioritized to keep the net operating balance positive through FY2030 (i.e., the short and medium terms). This resulted in more expensive recommendations being pushed to later years. Starting in FY2031, implementing new service according to the phasing plan will result in an unfunded balance. This can be attributed to the large-scale visionary improvements recommended as part of the TDP, which includes increasing to higher frequency service on several routes. JTA will need to consider additional funding opportunities in order to implement the recommended service changes over the next ten years. Moreover, JTA's budget is highly sensitive to changes in sales and gas tax revenue. If these sources outperform the TDP's revenue growth assumption, they could fund a large portion of the recommended service expansion.

The unfunded capital balance is substantial, at over $413 million. The factor driving the large unfunded balance is that the Capital revenue forecast does not include any discretionary funding, bond revenue, or additional local contributions toward Capital. JTA has historically relied on these sources to fund large projects, and they will likely be available to support some of the agency's capital needs. Additionally, the capital balance accounts for U^{2}C costs over the next ten years but may not accurately represent capital funding available for the construction and implementation of U^{2}C. Therefore, the inclusion of U^{2}C costs may result in an unrealistically large unfunded capital balance. Once the construction of U^{2}C is complete at the end of FY2030, the yearly net capital balance becomes positive.

Table 9-8: Net Operating Balance (in thousands)

	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	Ten-Year Total
Operating Revenue	$196,120	$194,490	$198,527	$203,121	$207,329	$212,583	$217,738	$230,875	$240,689	$247,583	**$2,149,055**
(-) Existing Transit Service	*$167,667*	*$176,799*	*$182,094*	*$187,559*	*$193,198*	*$200,346*	*$199,304*	*$205,570*	*$212,038*	*$218,713*	***$1,943,287***
Remaining Funding Balance	**$28,452**	**$17,691**	**$16,433**	**$15,562**	**$14,131**	**$12,237**	**$18,434**	**$25,305**	**$28,651**	**$28,870**	**$205,768**
(-) New or Revised Service	*$2,423*	*$9,345*	*$13,130*	*$13,898*	*$11,817*	*$12,193*	*$35,412*	*$60,326*	*$80,831*	*$100,857*	***$340,233***
Net Operating Balance	**$26,029**	**$8,346**	**$3,304**	**$1,665**	**$2,314**	**$44**	**-$16,978**	**-$35,021**	**-$52,180**	**-$71,987**	**-$134,465**

Table 9-9: Net Capital Balance (in thousands)

	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	Ten-Year Total
Net Capital Revenue	$51,078	$51,607	$52,145	$52,693	$53,251	$53,818	$54,717	$55,635	$56,575	$57,536	**$539,054**
(-) System Expenditures	$141,807	$134,411	$156,375	$147,173	$104,349	$107,297	$40,232	$40,225	$40,236	$40,265	**$952,371**
Net Capital Balance	**-$90,729**	**-$82,804**	**-$104,229**	**-$94,480**	**-$51,099**	**-$53,479**	**$14,484**	**$15,410**	**$16,339**	**$17,270**	**-$413,317**

9.4. Action Plan

JTA's MOVE2027 Strategic Plan identifies strategies to implement the agency's goals and objectives. The agency monitors progress towards these objectives using its performance management system known as Adaptive Measurements for Enterprise Level Insight and Optimization (AMELIO). The action plan identifies the necessary steps that should be taken to implement the recommendations of the TDP. As the agency responsible for these action items, JTA should incorporate these items into its AMELIO system where appropriate and continue to report progress on these items in future TDP Annual Updates.

Table 9-10: Action Plan

	Action Item	Related TDP Section
1	Continue strategies to improve farebox recovery ratio	3.6 Farebox Report
2	Expand and integrate microtransit	5.6 Technology and Innovation, 7.4 Long-Term System Concepts
3	Develop a wayfinding strategic plan	5.6 Technology and Innovation
4	Modernize Skyway and employ emerging mobility solutions	5.6 Technology and Innovation, 7.4 Long-Term System Concepts
5	Expand First Coast Flyer	7.4 Long-Term System Concepts
6	Introduce oceanfront shuttle service in Fernandina Beach	7.4 Long-Term System Concepts
7	Leverage the benefits of commuter rail	7.4 Long-Term System Concepts
8	Begin a vanpool program	7.4 Long-Term System Concepts
9	Continue to maintain and improve the St Johns River Ferry	7.4 Long-Term System Concepts
10	Develop additional first and last mile services	7.4 Long-Term System Concepts
11	Phase in 10-Year Transit Plan Recommended Improvements	8.2 10-Year TDP Alternatives
12	Make facility and bus stop improvements required to support 10-Year Transit Plan implementation	9 Implementation Plan
13	Prepare Annual TDP Updates and monitor progress towards completing TDP Action Items	9 Implementation Plan
14	Maintain operation of JTA Paratransit Services	9 Implementation Plan
15	Maintain customer facilities at Park-and-Rides and major transportation hubs such as JTRC.	9 Implementation Plan

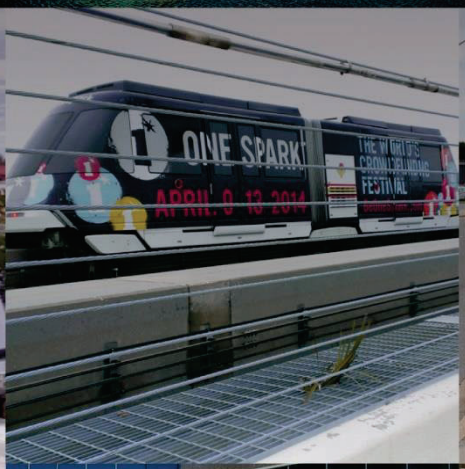
JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX A: PUBLIC INVOLVEMENT PLAN

May 2025













CONTENTS

A. Public Invovlement Plan A-1
A.1. Introduction A-1
A.1.1. Overview of the Jacksonville Transportation Authority A-1
A.2. About the Transit Development Plan A-3
A.2.1. Description of the TDP A-3
A.2.2. Description of the JTA System Under Study A-3
A.2.3. Description of the Study Process A-4
A.2.4. Role of Public Involvement in the Study Process A-4
A.2.5. Project Goals and Needs A-4
A.3. Target Audiences A-5
A.3.1. Identification of Stakeholders A-5
A.3.2. Locally Elected and Appointed Officials A-5
A.3.3. Federal, State, and Local Agencies A-6
A.3.4. JTA Governing Board Engagement A-7
A.3.5. Media A-7
A.3.6. Unscheduled Elected Official/Agency Public Meetings A-8
A.3.7. TPO, Citizens Advisory Committee (CAC), Technical Coordinating Committee (TCC) and Jacksonville Transit Advisory Committee (JTAC) A-8
A.4. Public Notification A-8
A.4.1. Fact Sheets/Newsletters A-8
A.4.2. Advertisements A-8
A.4.3. Special Interest Group Meetings A-9
A.4.4. Project Information Contact Number A-9
A.4.5. Informational Flyer A-9
A.5. Public Meeting Program A-9
A.5.1. Citizens Planning Advisory Committees Meeting Schedule A-9
A.5.2. Public Meeting Schedule A-10
A.5.3. Other Meeting Opportunities A-11
A.5.4. Presentation Techniques A-12
A.5.5. Public Input Analysis and Evaluation A-12
A.6. Key Project Issues A-13
A.6.1. Public Involvement Issues A-13
A.6.2. Technology and Innovation Focus A-13
A.7. Public Outreach Techniques Using Technology A-14
A.7.1. Online Surveys A-14
A.7.2. Social Media A-14
A.7.3. Website and Virtual Meetings A-14

A.7.4. Project Presentations A-14
A.8. Project Schedule A-14

FIGURES

Figure A-1: TDP Process A-4
Figure A-2: Communicating with FDOT A-7
Figure A-3: Meeting Locations for Citizens Planning Advisory Committees A-10
Figure A-4: Public Meeting Responsibilities A-11
Figure A-5: Project Timeline A-15
Figure A-6: Event Timeline A-16

TABLES

No table of figures entries found.

A. PUBLIC INVOVLEMENT PLAN

A.1. Introduction

Transportation is a vital part of daily life for everyone in a region, whether they're residents, workers, or visitors. The public sector plays a crucial role in providing transportation infrastructure and services that enable people to move around their communities. Recognizing the importance of involving the community in decisions about public transportation, the Jacksonville Transportation Authority (JTA) is committed to engaging with the public throughout the process of planning and implementing changes to the transportation system, including the Transit Development Plan (TDP).

While experts can understand the technical aspects of transportation needs, it's essential for the community to have a say in shaping the decisions that affect them. By involving the community in discussions and gathering their input, the JTA aims to ensure that the resulting recommendations reflect the desires and priorities of the people it serves, gaining their support for the project. To facilitate this involvement, a comprehensive public outreach program is being conducted as part of the TDP study. This Public Involvement Plan (PIP) outlines the strategies and activities that will be used to engage with the community, including formal and informal meetings with various stakeholders such as the public, government agencies, elected officials, and transportation providers. The PIP is a dynamic document that will be updated throughout this project to incorporate the latest public involvement practices and ensure that the community remains informed and involved every step of the way.

Alignment with New TDP Rule: The PIP has been updated to align with the latest FDOT regulations (Florida Administrative Code (FAC) 14-73.001) governing Transit Development Plans (TDPs). These updates reflect the changes introduced in the July 2024 TDP Rule and ensure that the public engagement process complies with state requirements. Key updates include:

- Ensuring all public outreach activiteis including public meetings and online engagement confor to FDOT's public involvement guidelines.
- Incorporating feedback opportunities for the North Florida TPO, regional workforce boards and other key stakeholders in accordance with statutory requirements.
- Documenting the public involvement process in accordance with state requirements including submitting records of public meetings and comments.

A.1.1. Overview of the Jacksonville Transportation Authority

JTA is an independent state agency serving Duval, Nassau and Clay Counties. They oversee a wide range of transportation services throughout the Jacksonville Area.

Covering the largest city in the U.S. continent by area, the JTA aims to enhance mobility and traffic flow throughout Duval, Nassau and Clay County. A well-integrated transportation network is vital for managing growth and improving quality of life. Governance of the JTA falls under a seven-member Board of Directors, appointed by the mayor of Jacksonville, the Florida Governor, and the district 2 Secretary of FDOT. Board members serve four-year terms, with the possibility of reappointment for a second term. If a member serves two consecutive terms, they must rotate off the board after the 8th consecutive year. Additionally, the Board elects its own Chairman, Vice Chairman, Secretary, and Treasurer for one-year terms.

The JTA has formulated a new transit vision statement as part of the MOVE2027 Strategic Plan, aiming to enhance Northeast Florida's economy, environment, and quality of life through safe, reliable, innovative, sustainable and dignified mobility solutions and facilities. This new strategy established in 2023 is committed to fostering state-of-the-art mobility solutions for all residents, enhancing neighborhood connections and collaborating with public, private and non-profit sectors ethically. Additionally, the JTA prioritizes agile innovations and sustainability in order to respond effectively to evolving community and environmental needs. These principles align with the Transit Development Plan (TDP) for the 10-year planning period, ensuring consistency as well as providing an implementation schedule for the updated services.

A.1.1.1. Roadway Infrastructure

JTA started as an Expressway Authority and has since expanded its role to develop, implement, and finance construction projects for state and city roads, bridges, and interchanges, in collaboration with the city government and the FDOT. Currently, roadway projects are being implemented under the 'Jax Mobility Works' program.

A.1.1.2. Public Transit

The JTA operates a variety of transit services and uses several modes of transportation which include the following:

- Regular bus service: JTA's fleet has 217 vehicles, as of October 2023, that travel 8.5 million miles per year on 46 routes; 196 active vehicles- 2 electric, 54 diesel, 7 hybrid diesel and 133 Compressed Natural Gas (CNG). Plus 105 paratransit vehicles, 10 Skyway cars, and one ferry.
- Express bus service: One active ride daily (Mayport Express) that travels from the JRTC to the Mayport Naval Station. Express Select service is available to Nassau, Clau and St. Johns County.
- First Coast Flyer (FCF): a bus rapid transit (BRT) system; four routes are currently in service:
    - FCF Green Line (North BRT)
    - FCF Blue Line (SE BRT)
    - FCF Red Line (East BRT)
    - FCF Orange Line (SW BRT)
- JTA Connexion: Paratransit for the disabled and elderly, provided by MV Transportation with specially equipped vehicles and drivers.
- ReadiRide: Offered by JTA through MV Transportation, provides affordable, on-call transportation to customers to 14 different zones. Provided by MV Transportation, this service now has 14 zones: Arlington, Highlands, Oakleaf, Southside, Wheat Road, Beaches Zone, Mandarin, Pritchard, Talleyrand, Woodstock, Collins Road, Northside, Southeast and University.
- Stadium shuttle: Game day bus transportation from suburban, downtown and Park-n-Ride locations to the stadium and back. The JTA operates Gameday Xpress from the following lots for Jacksonville Jaguars home games and other select events at EverBank Stadium:
    - Kings Avenue Parking Garage
    - Florida State College at Jacksonville- Downtown Campus
    - Beach Lot at Wingate
    - JTB Park-n-Ride

- Armsdale Park-n-Ride

- Jacksonville Skyway: 'Automated People Mover System' which travels 2.5 miles from the King Street parking garage across the St. Johns River and through the central business district, ending at the Convention Center or the Florida State College at Jacksonville downtown campus.
- Park-n-Ride: Parking facility available in combination with express bus service or JTA Skyway.
- Coordination with the neighboring county transportation providers to offer service throughout the First Coast region.
- Door-to-Store:This program is a partnership between the JTA and the City of Jacksonville that provide free rides to grocery stores for residents living in what are considered food deserts.
- Jacksonville Regional Transportation Center (JRTC) at Lavilla intermodal transit center, which offers one central place for various services such as the Jacksonville Skyway, JTA bus service, First Coast Flyer service, intercity bus in one facility. JRTC at Lavilla is situated near the Prime F. Osborn III Convention Center.
- On Demand Services.

The JTA is contemplating several services and modes for future transit to serve the region:

- The first phase of the U^{2}C Program, the Bay Street Innovation Corridor (BSIC) is scheduled to launch June 2025. Phase 2 will be the Skyway conversion and Phase 3 will cover the neighborhood extensions.

A.2. About the Transit Development Plan

A.2.1. Description of the TDP

TDPs are initiated for several reasons. First, formulating a 10-year horizon plan intended to support the development of an effective multimodal transportation system within a specific jurisdiction is simply good practice. Changes in travel patterns, fluctuations in the economy, rising and falling financial resources, and advances in technology all suggest a need to reexamine a transit system and adapt to evolving conditions. Financial requirements can be substantial and are generally feasible only by carefully timing and spacing out investments.

The FDOT requires a TDP to serve as the basis for defining public transit needs, it is a prerequisite to receiving State funds. The TDP Rule (FAC 14-73.001) requires that the TDP be a transit provider's planning, development, and operational guidance document and, therefore, a strategic blueprint for meeting the mobility needs within a service area. The federal government has a similar requirement for transit agencies receiving federal funds.

Finally, TDPs have increasingly emerged as a powerful marketing tool for transit services within a study area and can function as a catalyst for general education and awareness outreach that often is required to sustain the growth of the multimodal transportation system.

A.2.2. Description of the JTA System Under Study

The TDP addresses all existing JTA bus routes, the U2C, and Community Shuttle/Alternative Service delivery routes/services. It will also address different types of JTA's transit services which include:

- Fixed route;
- Paratransit/transportation disadvantaged;

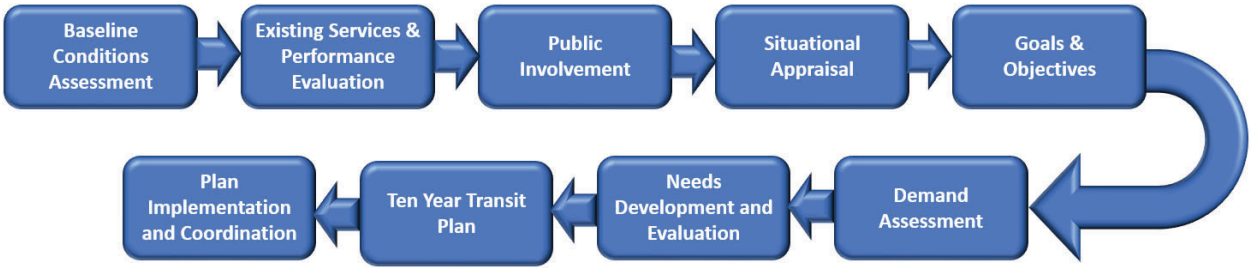
- Vanpool;
- Fixed guideway; and
- Bus Rapid Transit (BRT).

This TDP will also address the emerging technologies such as Autonomous Vehicles (AV), Mobility as a Service (MAAS) and Transportation Network Companies (TNCs). All these different technologies allow for additional flexibility for the JTA to work together with mobility services, such as Uber and/or Lyft.

A.2.3. Description of the Study Process

The project scope of services describes the study process associated with this TDP. The eight major tasks will develop a baseline assessment of transit in the region today, and then process through a series of steps to formulate future needs and a means to meet those needs. The process from 2019 FDOT TDP Handbook is shown graphically in **Figure A-1**.

Figure A-1: TDP Process



A.2.4. Role of Public Involvement in the Study Process

It is of the utmost importance that the vision, mission, and goals for the outreach component of the TDP align with overall JTA vision, mission, and goals. Public involvement is critical to the successful completion of the TDP. Thus, a public involvement program has been developed for the project that will include the Transportation Planning Organization (TPO) Board and committees as part of the public involvement process. The TPO is also undergoing the Year 2050 “Path Forward” Long-Range Plan Update and opportunities for coordination with that public involvement process will be utilized.

The TDP outreach process will follow guidelines recommended by the Florida Department of Transportation (FDOT) and/or the local TPO’s Public Involvement Plan, recommended by both the Federal Transit Administration (FTA) and the Federal Highway Administration (FHWA). The provider is authorized to establish time limits for receipt of comments. The TDP shall include a description of the process used and the public involvement activities undertaken. As required by Section 341.052, F.S., comments must be solicited from regional workforce boards established under Chapter 445, F.S. The Department, the regional workforce board, and the TPO shall be advised of all public meetings where the TDP is to be presented or discussed and shall be given an opportunity to review and comment on the TDP during the development of the mission, goals, objectives, alternatives, and ten- year implementation program.

A.2.5. Project Goals and Needs

Early in the study, the project team will identify the transit needs of the region through a quantitative assessment of the transit market and existing transit services. The public involvement process is a central means of ascertaining additional qualitative information on the opinions, wants and needs of the public. Early public outreach will directly solicit ideas and issues that express the current and future transit needs

of the region, while later outreach efforts will be directed towards gaining input on possible transit solutions

The project team will develop specific measurable, relevant, achievable goals that express the desired outcome towards meeting regional transit needs. A draft list of goals will be shared with the public through the public involvement program for confirmation or modification. From this exchange a final list of project goals will be developed.

The resulting project needs and goals will be incorporated into this PIP.

A.3. Target Audiences

A.3.1. Identification of Stakeholders

An effective public involvement program carries out a dialogue with the full range of stakeholders – those interested in and affected by transit and the decisions made in the TDP. Identifying these stakeholders early in the study is crucial to avoid the potential for “non-inclusive” decisions being made. Ideally, a comprehensive list of stakeholders will be identified early in the process; however, additional stakeholders may be added as needed.

The process of identifying stakeholders begin with discussions with JTA officials, who can pinpoint individuals and groups traditionally interested in transit. Initial outreach will involve on-on-one discussions and larger group meetings, to expand the pool of stakeholders. Those initially identified may identify other potential stakeholders, creating an iterative process that tends to converge on a representative list.

Additionally, outreach efforts will seek to identify other individuals and interest groups who may not have been initially recognized. Self-identified stakeholders will also be considered. There is no strict limit to who can become a stakeholder; the aim is to be as inclusive as possible to ensure all relevant perspectives are considered.

The project team will establish and maintain an updated list of stakeholders throughout the study. This evolving list will help ensure that the dialogue remains comprehensive and inclusive, adapting to new inputs and interests as the study progresses.

Note:

In response to the July 2024 Florida TDP rule change, the scope of the TDP has been expanded to include greater emphasis on Nassau and Clay Counties, requiring enhanced public stakeholder involvement in these areas. To ensure equitable representation and feedback, the PIP will engage local government officials, planning authorities, and community organizations in all three counties. Public meetings and workshops will be held in accessible locations (in person and virtually) with targeted outreach efforts for Nassau, Clay and Duval counties. The stakeholder list will also be updated to include elected officials and agencies from all counties to allow for proper representation in the planning process.

A.3.2. Locally Elected and Appointed Officials

Locally elected officials at the city/county level and senior appointed officials typically play a role in the development and delivery of transit service in the community. The JTA Communications and Marketing Department and Governmental Affairs Department have established procedures and approaches to interact with locally elected and appointed officials. This project will conform to those established practices and such communications will be coordinated through the staff. Where unique situations arise,

recommendations will be offered. It is anticipated that communications protocol will be through the agency staff; the consultant will supply technical input.

At the onset of the project and working in cooperation with Communications and Marketing and Government Affairs as well as the JTA project manager, the project team will seek to identify those key officials and determine the most effective way to engage them in the project. All One-on-one briefings, summary progress reports, and draft copies of documents will be coordinated through JTA Government affairs with elected officials and with the JTA project manager for all other communications. Follow-up discussions may be conducted at the request of the officials.

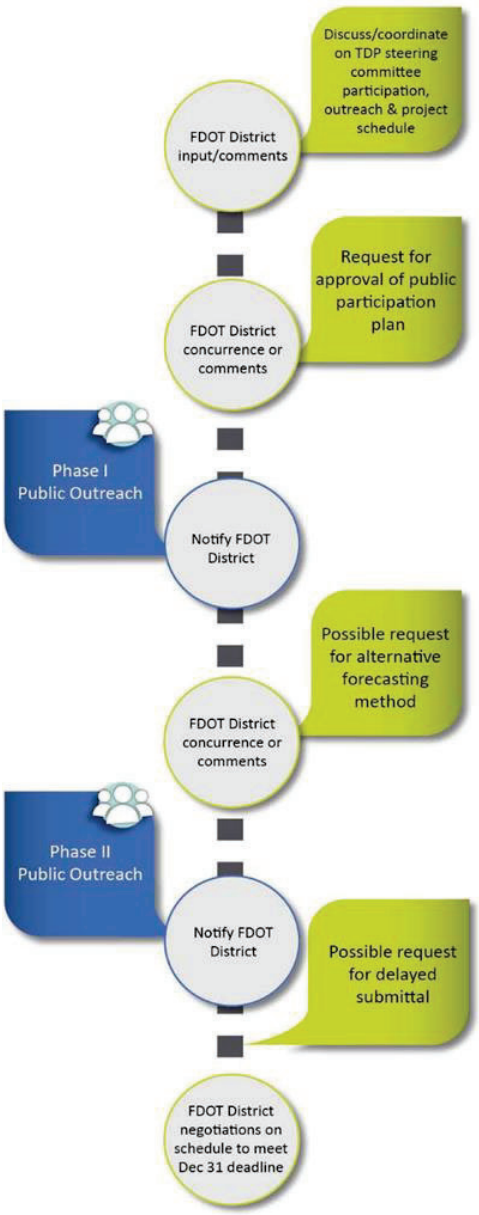
To ensure the project team is available to locally elected officials, we will establish clear points of contact. For example, if a commissioner receives feedback from a constituent, they can reach out through the JTA Communications and Marketing Manager through a designated toll-free number or a specific email address to set up for the project. These channels will ensure that elected officials have direct access to project information and can relay concerns effectively.

As specific recommendations are formulated, elected officials covering areas in which significant changes in transit are proposed, should be engaged as well. One-on-one briefings and summary documents are expected to serve to alert and inform these officials. The project team can respond to additional inquiries as necessary.

A.3.3. Federal, State, and Local Agencies

The state and federal government agencies responsible for transit policy, operation, and funding will be kept informed of the progress of the study. The FTA (Region IV) and FDOT (Central Office and District 2 Public Transportation Offices) are the agencies anticipated. In each case, the project team will - via

Figure A-2: Communicating with FDOT



discussion with these officials, determine the level and nature of communication needed to meet their needs.

Timely communication and coordination with FDOT are key ingredients of a successful TDP in Florida. **Figure A-2** outlines some of the key points of communication with FDOT during the plan development process.

As is true of communication with locally elected and appointed officials, this project will follow the guidance of the Communications and Marketing and Government Affairs groups.

A.3.4. JTA Governing Board Engagement

JTA staff will be the primary means of involving the JTA Governing Board in the TDP project. The consultant team will supply information and exhibits so that the JTA project manager and other JTA staff can share progress and direction with board members. The consultant team will also support the JTA project manager with information that responds to any inquiries.

It is anticipated that briefings will be offered at each major milestone within the study. While not all board members may request such briefings, they should be offered.

As is true of communication described in preceding sections, this project will follow the guidance of the Communications and Marketing and Government Affairs groups.

A.3.5. Media

The media (television, radio, newspapers, social media outlets) represent an important means of communicating project information to the affected public. JTA has an established external affairs department that will support this project. All communication with public news media will be through JTA personnel, primarily the JTA project manager and JTA external affairs staff. The consultant staff may be asked to supply information or prepare written or verbal responses to inquiries, but they will not communicate directly with the news media. All responses to inquiries will be issued in a timely and professional manner, consistent with the mission and image of the agency.

Timely responses to all news media inquiries are critical to the image of the agency and confidence in the project. For inquiries in person, for example at public meetings, responses should be made directly. Where additional research is necessary, the JTA staff member should obtain contact information to respond before the deadline for a timely response. Consultant staff may be asked to prepare responses for use by JTA within the stated deadline.

For inquires in other cases, the JTA staff member should again obtain contact information to respond and the deadline for a timely response. Consultant staff may be asked to prepare responses for use by JTA within the stated deadline.

JTA should advise the consultant of any review required prior to responding to news media. None are assumed at this time and the JTA project manager and JTA external affairs staff will respond directly to all matters related to this project.

A.3.6. Unscheduled Elected Official/Agency Public Meetings

Frequently, a need arises to introduce the project, update the status, or respond to specific questions from elected and appointed officials. Additional meetings and project briefings may be conducted at the request of the JTA project manager with elected officials, public agencies and interested stakeholders to discuss specific aspects of the project. These meetings will be held at the request of the concerned party and conform to the policies and practices of the Communications and Marketing and Government Affairs groups within JTA. JTA staff will arrange, coordinate and lead the actual meetings. Consultant staff will serve as a technical resource and supply information and appropriate hand-outs and explanatory material.

A.3.7. TPO, Citizens Advisory Committee (CAC), Technical Coordinating Committee (TCC) and Jacksonville Transit Advisory Committee (JTAC)

The North Florida TPO and its Citizens Advisory Committee (CAC) and the Technical Coordinating Committee (TCC), as well as the JTAC, are actively involved in transportation planning for the region and will have input to the TDP update. JTA staff will participate in the actual meetings. Consultant staff will serve as a technical resource and supply information and appropriate hand-outs and explanatory material.

A.4. Public Notification

A.4.1. Fact Sheets/Newsletters

All activities associated with this TDP are public and therefore subject to state public information laws and regulations. All public meetings are open to the entire public as long as they comply with state and local notification requirements. Fact Sheets/Newsletters

The project team will develop brief fact sheets in the form of newsletters. These fact sheet/newsletters will:

- Offer an overview of the TDP including scope and schedule;
- Present information specific to the phase of the study;
- Illustrate alternative ideas for the study, where applicable; and
- Provide contact information for those wishing to get information beyond what is presented in the fact sheet/newsletter.

A.4.2. Advertisements

Advertisements for public meetings associated with this TDP will be published in the local newspaper. The size, placement, and duration of publication will conform to state and JTA requirements. Notice of public meetings will also be published on the JTA website and broadcast through any social media used by JTA.

JTA will encourage but not require stakeholder organizations to also publish advertisements, in the same format as those issued directly by JTA, through their own newsletters, websites, and social media.

A.4.3. Special Interest Group Meetings

Community, business, and issues organizations can be an important channel for communicating with the public. Typically, the project team can be included on an existing agenda when such meetings occur. It is also feasible to conduct a meeting with groups for purposes of discussing the TDP. As is true of communication described in preceding sections, this project will follow the guidance of the Communications and Marketing and Government Affairs groups. JTA staff will attend such meetings. The consultant staff will supply technical resources.

A.4.4. Project Information Contact Number

The JTA Project Manager and Assistant Project Manager will be the point of contact for inquiries regarding the TDP project. This should include:

- The name of an individual able to field questions during business hours;
- A telephone number;
- A mailing address; and
- An E-mail address.

This point of contact will be supplied with current information on the study including any fact sheets, project documents, scope, and schedule. It is anticipated that inquires may go beyond the information readily available. The point of contact will advise those inquiring that the request is being forwarded to the project team and that responses should be made within three business days. Where additional time is required or a direct discussion between the individual inquiring and the project team, the individual inquiring will be advised and a time for further follow up established.

A.4.5. Informational Flyer

In addition to public meeting advertisements, informational one-page flyers will be emailed to CPAC officials for distribution to members of the CPAC, elected officials, property owners and businesses within their District prior to the meetings. The flyers will contain information on the phase of the study, and contact information to provide input.

A.5. Public Meeting Program

A.5.1. Citizens Planning Advisory Committees Meeting Schedule

Jacksonville has over 200 neighborhoods that are divided into six planning districts each with a Citizens Planning Advisory Committee (CPAC). The public meeting program for this project will be carried out through the CPACs. The primary purpose of the CPACs is to maintain open and effective communication between Jacksonville residents, businesses, neighborhoods, community organizations, educational institutions and the city government.

The meeting schedule for the CPACs is indicated in **Figure A-3**.

Figure A-3: Meeting Locations for Citizens Planning Advisory Committees

District		Meeting Schedule		Meeting Location
Number	Name	Day	Time	
1	Urban Core	1st Monday	5:30 PM	Main Library, 303 North Laura Street, Jacksonville FL 32202, Multipurpose Room & Virtual
2	Greater Arlington/ Beaches	2nd Monday	6:30 PM	Ed Austin Regional Park, Police Athletic League Building, 3450 Monument Road, Jacksonville FL 32225 & Virtual
3	Southeast	4th Monday	6:30 PM	Mandarin Senior Center 3848 Hartley Road, Jacksonville FL 32257
4	Southwest	2nd Monday	6:30 PM	Lane Wiley Senior Center 6710 Wiley Road, Jacksonville, FL. 32210
5	Northwest	2nd Thursday	6:00 PM	Legends Center, Community Room 5130 Soutel Drive, Jacksonville, FL 32208
6	North	2nd Wednesday	5:30 PM	Oceanway Senior Center 12215 Sago Avenue. W., Jacksonville, FL. 32218

It is anticipated that the TDP project will be included as an agenda item at these meetings. Project staff will be available to make a brief presentation and respond to questions from CPAC members. Presentation material and hand-outs will be prepared in advance of the meeting. Project staff will prepare a summary of the meeting including questions and any need for follow-up.

It is anticipated that these meetings will take no more than two hours and that project staff may not need to remain beyond the period in which the TDP is presented.

The JTA will be responsible for any meeting logistics beyond those already in place by the CPAC.

Meeting summaries will be distributed to the project team within five working days of the meeting.

A.5.2. Public Meeting Schedule

Eight public involvement meetings will be conducted during the term of the project, across the three phases of the project. To comply with the updated TDP rule modification (Rule 14-73.001 FAC) published by FDOT in July 2024, additional public involvement phases will be incorporated into the PIP. These phases ensure broader stakeholder engagement across different areas:

For the first two study phases, five meetings will occur across Duval, Clay and Nassau Counties. The meetings will be held in each of the CPAC districts. These meetings will address:

- **Phase I - Goals and Objectives** (complete): Engage the public on the foundational goals and objectives of the TDP
- **Phase II – Service Framework and Visionary Network** (new): Five public meetings will be held to present JTA's network for transit services. These meetings will collect public feedback over the 10-year TDP period. Meetings will be held at key locations across Duval, Clay and Nassay counties. And;
- **Phase III – MPO and Local Planning Board Coordination** (new)**:** Up to four public meetings will be conducted to present short- and mid-range network concepts developed for

the TDP. Meetings will take place with local planning boards and the North Florida TPO, as well as with public agency stakeholders. To present the final plan, the project team will set up display material at three major transfer hubs (i.e., Rosa Parks – Downtown, Regency Mall – East side, Gateway Shopping Center - North side). They will engage in a dialogue with riders and be available to respond to questions. JTA staff should be present to address questions and issues beyond the scope of this TDP as riders may take advantage of the team's presence to bring up concerns for which they did not have a ready opportunity to discuss otherwise.

JTA staff may decide to extend public engagement to additional supplemental meetings with no involvement from the Consultant or Consultant staff.The Consultant is responsible for presentation development and presentation at the meetings unless otherwise noted specifically.Consultant will assist JTA staff in the PIP approval by FDOT.

Responsibilities for the public meetings are listed in **Figure A-4**.

Figure A-4: Public Meeting Responsibilities

Consultant Responsibility	JTA Responsibility
• Coordinate with JTA to provide documentation of public meetings	• Managing meeting logistics, either public meetings or CPAC meetings, including ASL, language and material translation as required and legal advertising. JTA responsible for printing all handout materials.
• Submit documentation in draft form to JTA within two weeks of each of the three phases of public meetings.	• Securing the meeting locations, all on site set up, greeting, sign in, etc. JTA responsible for preparing any meeting invitations/letters and invitation lists as well as inviting meeting invitees.
• Reproduce public meeting materials and comments in an appendix of thefinal report.	• Programming, management and operation of the web site (Consultant to provide materials and graphics, assumed to be presentation materials from public involvement). Primary responsibility for response to inquiries will be JTA, with consultant consultation as required.
• Assist the JTA Project Manager in coordination on project activities with FDOT to achieve their concurrence on the project.	• Supplying foreign language and handicap translation and accessibility (deaf/blind).
• Prepare meeting records	• Coordinating with North Florida TPO Committees.

A.5.3. Other Meeting Opportunities

Jacksonville Transportation Advisory Council (JTAC) is a group of volunteers, comprised of JTA passengers, who meet monthly to review ADA concerns and issues for JTA's services including buses, trolleys, Skyway, ferry, and Connexion. JTAC meets the second Monday of each month except during July and December. Meetings are held from 4:00 p.m. to 6:00 p.m. at the Jacksonville Regional Transportation Center (JRTC) at LaVilla in the Board Room on the Third Floor. Attendees also have the option to attend virtually via Zoom. To be added to the JTAC agenda, contact Tsopie D. Trottie Customer Advocacy Manager ttrottie@jtafla.com (904) 630-3107.

Technical Coordinating Committee (TCC) advises the North Florida TPO on technical issues concerning transportation and air quality. Membership includes government and agency staff members with expertise in planning, engineering, and related fields. The TAC meets the first Wednesday of each

month, except January and July, at 10 a.m. in the North Florida TPO Board Room. To be added to the TAC agenda, contact Marci Larson, Public Affairs Manager mlarson@northfloridtpo.com or (904) 306-7513.

Citizens Advisory Committee (CAC) provides an opportunity for citizens to participate in the North Florida TPO planning process. Members are appointed to ensure a diverse cross section of the public.

The CAC meets the first Wednesday of each month, except January and July, at 2 p.m. in the North Florida TPO Board Room. To be added to the CAC agenda, contact Marci Larson, Public Affairs Manager mlarson@northfloridtpo.com or (904) 306-7513.

Mayor's Disability Council (MDC) is a diverse group of people; approximately 80 percent represent the disabled population. These council members volunteer their time and expertise to improve the lives of persons with disabilities. This council works hand in hand with the Disabled Services Division.

The MDC meets on the first Tuesday of each month in the Mayor's Conference Room, 4th Floor of City Hall (St. James Building). All the scheduled MDC meetings are held at 3:00 p.m. and will run no longer than 5:00 p.m., except the January MDC Planning Meeting, which will be held from 11:00 a.m. to 5:00 p.m. To be added to the MDC agenda, call 904-255-5466 or email MayorsDisabilityCoun@coj.net.

Duval County Public Schools (DCPS) serves over 120,000 students across Jacksonville, providing education, transportation, and support services to ensure student success. The district works closely with local agencies, including the Jacksonville Transportation Authority (JTA) and the North Florida TPO, to improve school transportation options and enhance accessibility for students. DCPS oversees student transportation services, ensuring safe and reliable bus routes for eligible students. The district also engages in planning efforts to address mobility challenges, school zone safety, and multimodal access for students who walk, bike, or use public transit.

DCPS holds their regular meetings at 6:00 p.m. on the first Tuesday of each month. For more information on school transportation services, policies, or programs, visit www.duvalschools.org or contact the DCPS Transportation Department at (904) 858-6200 or transportation@duvalschools.org.

A.5.4. Presentation Techniques

This study may be presented using communication techniques such as:

- PowerPoint Presentations – Presentations may be given by the project team as a method of conveying project information to the public.
- Handouts – The project team will prepare concise, easy-to-read fact sheets/newsletters. These materials will provide a summary of current project information, summarize public comments gathered to date, and solicit further feedback from the community.
- Display Boards – Renderings and other diagrams will be featured on large-scale display boards at public meetings in order to clearly explain project alternatives and processes.

A.5.5. Public Input Analysis and Evaluation

All public input will be documented in a public involvement binder and fully considered. Comment sheets will be distributed at public meetings and those returned will be logged and responded to within ten days. All other workshop and one-on-one meetings will be similarly recorded, and input received at these meetings will be documented and responded to within ten days.

A.6. Key Project Issues

A.6.1. Public Involvement Issues

Two important additional key project issues that should be noted are:

1) The study covers the entire JTA service area Duval, Nassau and Clay County, and therefore affects nearly everyone who depends on transit; and
2) The study covers a diversity of communities, businesses and facilities that are located within the region and represents a major challenge for public involvement.

The region includes new and old affluent residential areas, and areas that are distressed, where residents of these communities also have limited transportation choices and limited time available to get to workshops/meetings. There are also many small “mom-and-pop” businesses, large-scale malls, commercials shopping areas, and multiple high-rise office buildings. The region is also home to major hospitals, colleges and universities, as well as courthouses and government services, and major sports venues. Each of these institutions has an interest in the outcome of the project.

Highlighting the benefits of this project will be the priority from a public involvement standpoint. It will be important to reaffirm the benefits and needs of public transportation and highlight the potential for improvement. Due to the expanse of the study area, engendering political and community buy-in will be of utmost importance. Bilingual (English/Spanish) informational materials will be prepared upon direction of the Communications and Marketing Group.

This TDP will specifically address specific issues that have emerged with respect to JTA transit service:

- Transit Operational Deficiencies;
- U^{2}C Autonomous Vehicle (AV) Program;
- Alternative Delivery Program; and
- Other (as identified during the PIP).

The public involvement program will gather input and feedback on these issues, ultimately incorporating this into the final TDP.

A.6.2. Technology and Innovation Focus

As part of the 2024 TDP update, JTA will prioritize the integration of emerging technologies into the transit system. Public outreach efforts will focus on educating the public on these innovations and collecting feedback to ensure services meet community needs. Specific focus areas will include:

- Autonomous Vehicles (U^{2}C Program): JTA is leading the way in autonomous transit technology with the Bay Street Innovation Corridor. Public information sessions and surveys will be designed to gather input on how this service should exoabd iver time and to inform the community on safety, efficiency, and accessibility.
- Smart Roadways Technologies: Public input will be solicited on the potential for signal priority, integrated charging stations and other smart infrastructure that can improve transit reliability and reduce congestions.
- Electronic Fare Systems: A section of the public involvement efforts will focus on gathering feedback on electronic fare systems to enhance the passenger experience. Surveys will be deployed to identify user preferences regarding contactless payment and fare integration with other modes of transportation.

These efforts highlight JTA's focus on gathering public input on emerging technologies and their role in the transit system, ensuring alignment with JTA's overarching mission in the MOVE2027 Strategic Plan.

A.7. Public Outreach Techniques Using Technology

A.7.1. Online Surveys

Two rounds of online surveys will be deployed during phases II and III of the public outreach process. These surveys will collect input on the network (Phase II) and feedback on the recommended transit service framework and implementation plan (Phase III). The surveys will include questions about trip origin/destination, trip purpose, demographic data, and trade-off preferences to capture detailed public opinions and transit needs.

As part of phase two outreach, a dedicated public outreach landing page was developed to provide stakeholders with easy access to key materials and an opportunity to share their feedback. The purpose of this survey the landing page serves as a central hub for reviewing the proposed visionary network and submitting comments through an online survey. With webpage, the public can explore the proposed transit network using two key resources before completing the survey:

- Route Sheet Packet – This packet included detailed information on each route, with side-by-side comparisons of existing service and proposed recommendations. Routes are organized by their connections to JTA's First Coast Flyer rapid transit lines for easier navigation.
- Podaris Engage Webmap – This interactive tool allows users to explore the proposed network visually. Users can select individual routes from a list, view frequency and service span details, and pan across the JTA service area.

A.7.2. Social Media

JTA maintains an active social media presence through its Communications and Marketing Division. Social media will be used to lead the public to announcement, surveys and meetings plus information on the major transit development plan update. Social media posts will provide real-time updates on the project, including opportunities for public feedback through polls, comment sections, and live Q&A sessions during meetings.

A.7.3. Website and Virtual Meetings

JTA will establish a website for the project. The Consultant will provide materials to populate the information provided on the website. In addition to in-person meetings, virtual meetings and/or webinars will be held to accommodate a broader public. These sessions are interactive, allowing participants to ask questions and submit comments in real-time.

A.7.4. Project Presentations

As part of the public outreach process, a user -friendly and accessible presentation will be developed to support the communication and adoption of the TDP. The presentation also will be available for use by JTA staff after the TDP is adopted.

A.8. Project Schedule

The project is scheduled to take place over nine months. The major activities are shown in **Figure A-5**. The tasks are numbered sequentially to reflect the key project milestones and phases. Tasks 0-3 are in the past, while the remaining tasks represent ongoing and upcoming efforts. Descriptions of the tasks can be found in the table.

Figure A-5: Project Timeline

Task	Description	Start	End
0	Project Management	January 2024	March 2024
1	**Coordination with Public Involvement Plan & Public Meetings**	**March 2024**	**July 2024**
1.2	*Phase I - Initial Outreach on Needs / Goals and Objectives*	*March 2024*	
1.3	*Phase II - Outreach to Public on Technical Analysis Findings and Potential Strategies*	*July 2024*	
1.4	*Phase III - Outreach on Plan Findings and Recommended Strategies*	*September 2024*	
2	**Assessment of Existing Conditions**	**April 2024**	**May 2024**
3	**Complete a Comprehensive Operational Analysis**	**April 2024**	**May 2024**
4	**Develop Service Framework**	**June 2024**	**September 2024**
4.2	*Service Development Workshop*	*September 2024*	
5	**Develop Short and Mid-Range Transit Network**	**October 2024**	**November 2024**
6	**Develop an Implementation Plan**	**November 2024**	**December 2024**
7	**Prepare the Transit Development Plan Major Update Document** ***TDP to be submitted to the FDOT by March 1st.**	**January 2025**	**March 1 2025**

Figure A-6: Event Schedule

Event	Date	Notes	TPO/Workforce Member in Attendance
JTAC Meeting	4/8/2024	Joint Coordinated Plan/TDP/CSSAP Outreach	-
Coordinated Plan/TDP Public Meeting	4/24/2024	Joint Coordinated Plan/TDP Outreach	-
Nassau County Local Coordinating Board (LCB)Meeting	5/16/2024	Joint Coordinated Plan/TDP/CSSAP Outreach	-
LRTP/TDP Project List Discussion	5/16/2024	Joint LRTP/TDP Project Discussion	Clark Letter
Clay LCB Meeting	5/20/2024	Joint Coordinated Plan/TDP/CSSAP Outreach	-
Northwest CPAC Meeting	6/3/2024	TDP Meeting	-
Greater Arlington/Beaches Meeting	6/10/2024	TDP Meeting	-
Southwest CPAC Meeting	6/10/2024	TDP Meeting	-
North CPAC Meeting	6/12/2024	TDP Meeting	-
Urban CPAC Meeting	6/13/2024	TDP Meeting	-
Duval LCB Meeting	6/13/2024	Joint Coordinated Plan/TDP/CSSAP Outreach	-
Southeast CPAC Meeting	6/24/2024	TDP Meeting	-
Outreach at JRTC and Gateway Hub	7/17/2024	Joint Coordinated Plan/TDP/CSSAP Outreach	-
Clay Impact Train Event - Keystone Heights	7/20/2024	Joint Coordinated Plan/TDP/CSSAP Outreach	-
Mayor's Disability Council Meeting	8/6/2024	Joint Coordinated Plan/TDP/CSSAP Outreach	-
LRTP/TDP Project List Discussion	8/20/2024	Joint LRTP/TDP Project Discussion	Clark Letter
LRTP/TDP Project List Discussion	9/25/2024	Joint LRTP/TDP Project Discussion	Clark Letter
JTAC Meeting	10/14/2024	Joint Coordinated Plan/TDP/CSSAP Outreach	-
North Florida TPO TAC Meeting	2/5/2025	TDP Presentation	Jeff Shefield/Clark Letter
North Florida TPO CAC Meeting	2/5/2025	TDP Presentation	Jeff Shefield/Clark Letter
North Florida TPO Board Meeting	2/13/2025	TDP Presentation	Jeff Shefield/Clark Letter

JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX B: PUBLIC OUTREACH MATERIALS

May 2025













CONTENTS

B. Public Outreach Materials B-1
B.1 Meeting Summaries B-1
B.1.1 JTA Public Meeting #1 ..... B-1
B.1.2 Transportation Planning Organization Board Meeting #1 ..... B-1
B.2 Sign-In Sheets B-2
B.3 Presentations B-2
B.4 Flyers B-9
B.4.1 JTA Public Meeting #1 Flyer B-9
B.5 Boards B-11
B.6 Surveys B-11
B.6.1 JTA Public Meeting #1 Attendee Survey B-11
B.6.2 Public and Intergovernmental Reivew of Service Planning Recommendations B-14

FIGURES

No table of figures entries found.

TABLES

No table of figures entries found.

B. PUBLIC OUTREACH MATERIALS

The Executive Leadership Team at JTA has determined that service planning should precede much public involvement aside from setting TDP goals and objectives. This involvement is ongoing and will occur primarily in March and April. This appendix will therefore be revised once those activities conclude.

B.1 Meeting Summaries

B.1.1 JTA Public Meeting #1

On April 24, 2024, a public meeting on the Transit Development Plan (TDP) was conducted and a presentation was given by Jeremy Norsworthy and consultant staff at the Jacksonville Regional Transportation Center at LaVilla at 3pm. This meeting was a joint public involvement opportunity for both the TDP as well as the regional coordinated plan. The presentation introduced the TDP and its purpose, provided an overview of the general stakeholder groups formed for the project, and outlined the initial tentative schedule for its completion. Additionally, Jeremy explained the differences between a major and minor TDP update. The meeting included a survey administered to attendees and small-group discussions.

B.1.2 Transportation Planning Organization Board Meeting #1

On Feb 13, 2025, Jeremy Norsworthy presented the draft long-term recommendations to the North Florida Transportation Planning Organization Board. They are currently reviewing the recommendations and providing feedback using the survey instrument described below.

B.2 Sign-In Sheets

B.3 Presentations

2024
Northeast Florida
COORDINATED MOBILITY PLAN

JACKSONVILLE TRANSPORTATION AUTHORITY

Presentation Title
Your Name
Your Title

2024
Northeast Florida
COORDINATED MOBILITY PLAN

Coordinated Mobility Plan

Purpose:
❑ Identify Region's Transportation Needs

Stakeholders:
❑ General Public
❑ Transit Service Providers
❑ Public & Human Service Providers

Schedule:
❑ March 2024 – October 2024



2

2024 Northeast Florida COORDINATED MOBILITY PLAN

Northeast Florida Coordinated Mobility Plan

Federal transit law requires that coordinated public transit-human services transportation plans (Coordinated Mobility Plans):

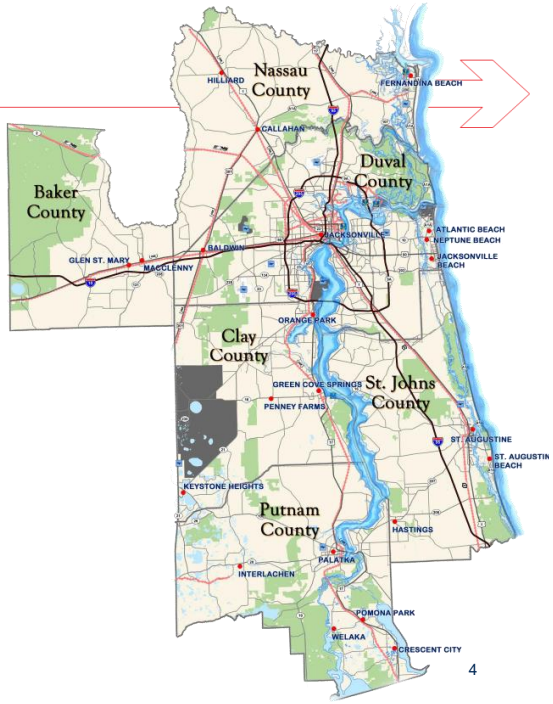
- Be developed through a process that includes diverse public participation.
- Catalog available transportation resources.
- Identify the transportation needs of individuals with disabilities, older adults, and people with low incomes.
- Provide strategies for meeting these needs.
- Prioritize transportation services for funding and implementation.

3

2024 Northeast Florida COORDINATED MOBILITY PLAN

Regional Effort

- JTA led since 2006.
- Last adopted in November 2019.
- 2024 fresh look at regional transportation needs.
- Develop and prioritize strategies for meeting those needs.



4

2024 Northeast Florida COORDINATED MOBILITY PLAN

2019 Plan Goals

- **Mobility Management System** - Develop a customer-centered, mobility management system that provides a full range of mobility options within each county and across the region.
- **Availability & Accessibility** - Expand the availability and accessibility of transportation options in the region.
- **Regional Marketing** - Market the regional mobility management system to amplify customer and partner awareness.
- **Regional Collaboration** - Improve regional cooperation and coordination so that service can be more convenient, reliable, and safe for clients, more cost efficient for providers and supports more economic development.

5

2024 Northeast Florida COORDINATED MOBILITY PLAN

Accomplishments

- **Formalize the Regional Mobility Steering Committee.**
- **Invest in Coordinated Technological Regional Planning Tools.**
- **Study fare collection practices.**
- **Expand the diversity of transportation options available.**
- **Enhance transportation connections and regional park and rides.**
- **Develop and promote a Human Services and Public Transportation Database.**

6

2024 Northeast Florida COORDINATED MOBILITY PLAN

Other Relevant Plans



- 2023 Annual Mobility Report
- 2050 Long Range Transportation Plan
- Bicycle and Pedestrian Master Plan
- Creating Safe Spaces Action Plan
- HOPE Grant Implementation Strategy
- MOVE 2027
- Regional Clean Fuels Master Plan
- St Augustine Smart City Master Plan
- St Johns County Transportation Development Plan
- Transportation Disadvantaged Service Plans

7

2024 Northeast Florida COORDINATED MOBILITY PLAN

Common Themes

- Safety and accessibility
- Zero traffic fatalities
- First and last mile
- Coordinate and expand services and marketing of services
- Additional funding for more services
- Sidewalks
- Bike racks
- Clean fuels
- Mobility hubs
- Multimodal

8

2024 Northeast Florida COORDINATED MOBILITY PLAN

Coordinated Plan Workshop

- Review the maps of the region and each county.
- Use sticky dots to identify where you travel (or want to travel) to outside your home county.
- Use post it notes to identify any obstacles you face when using transit or trying to travel some destinations.
- Write on the flip chart a word or two to help us define regional mobility goals.

You can use the thumbs up stickers to agree or disagree with something someone else has posted.



9

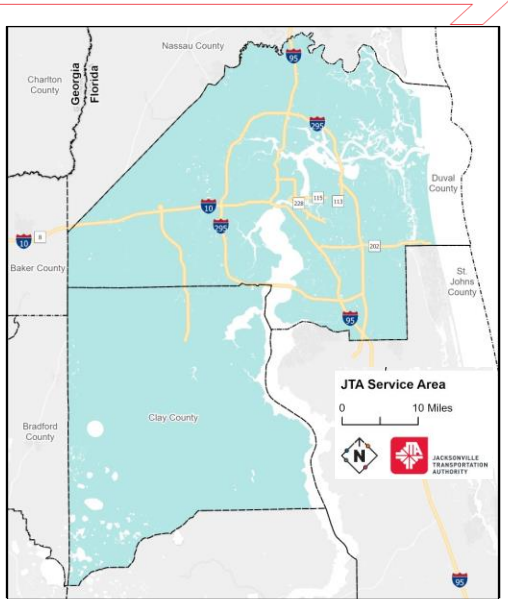
2024 Northeast Florida COORDINATED MOBILITY PLAN

Transportation Development Plan

Purpose:
❑ Reevaluate JTA's Transportation System

Stakeholders:
❑ General Public
❑ Public & Human Service Providers

Schedule:
❑ March 2024 – September 2024



2024 Northeast Florida COORDINATED MOBILITY PLAN

TDP Purpose

- Develop an effective, multimodal, community-serving transportation system.
- Define the public transit needs for the next ten years.
- Create a strategy for meeting the mobility needs within the service area.



12

2024 TRANSIT DEVELOPMENT PLAN

TDP vs. Coordinated Plan

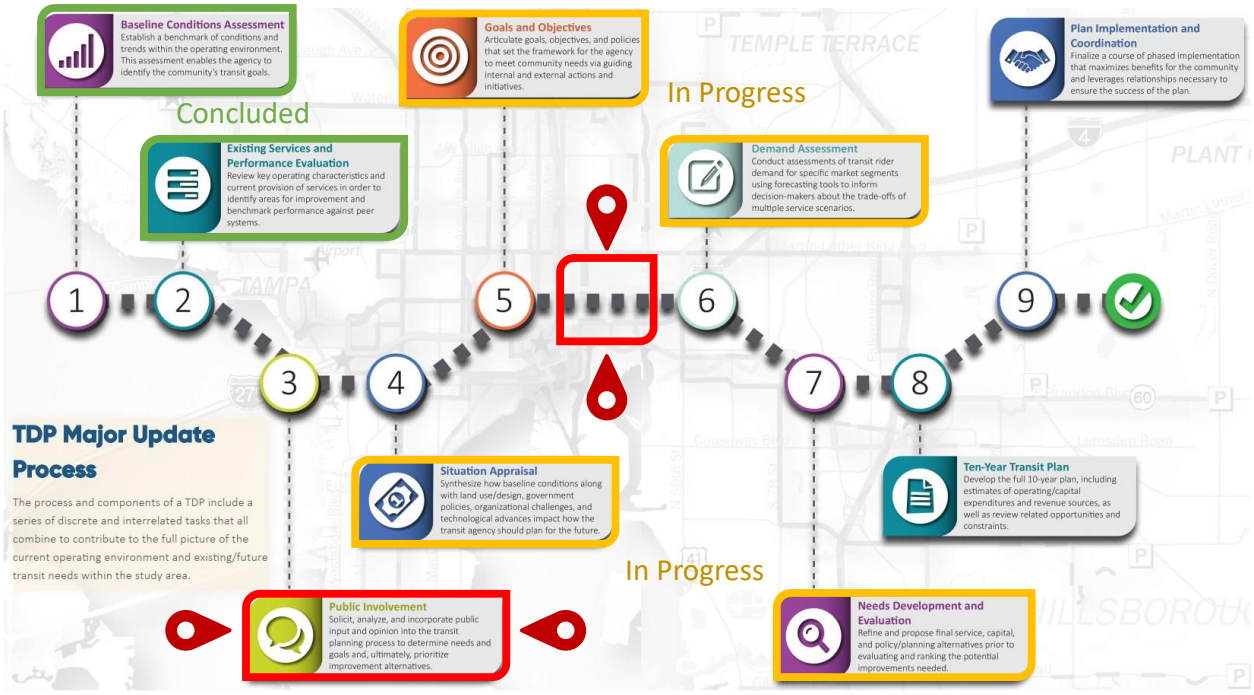
Coordinated Plan

- Five Counties – many providers
- Regional Working Group, General Public & Community Groups

TDP

- Two counties – one provider
- General Public & Community Groups
- Prerequisite to receive state funds





2024 Northeast Florida *COORDINATED MOBILITY PLAN*

Why involve the public?

We need to know what you need!

The TDP should reflect what the community needs for transportation.



2024 Northeast Florida COORDINATED MOBILITY PLAN

Activity!

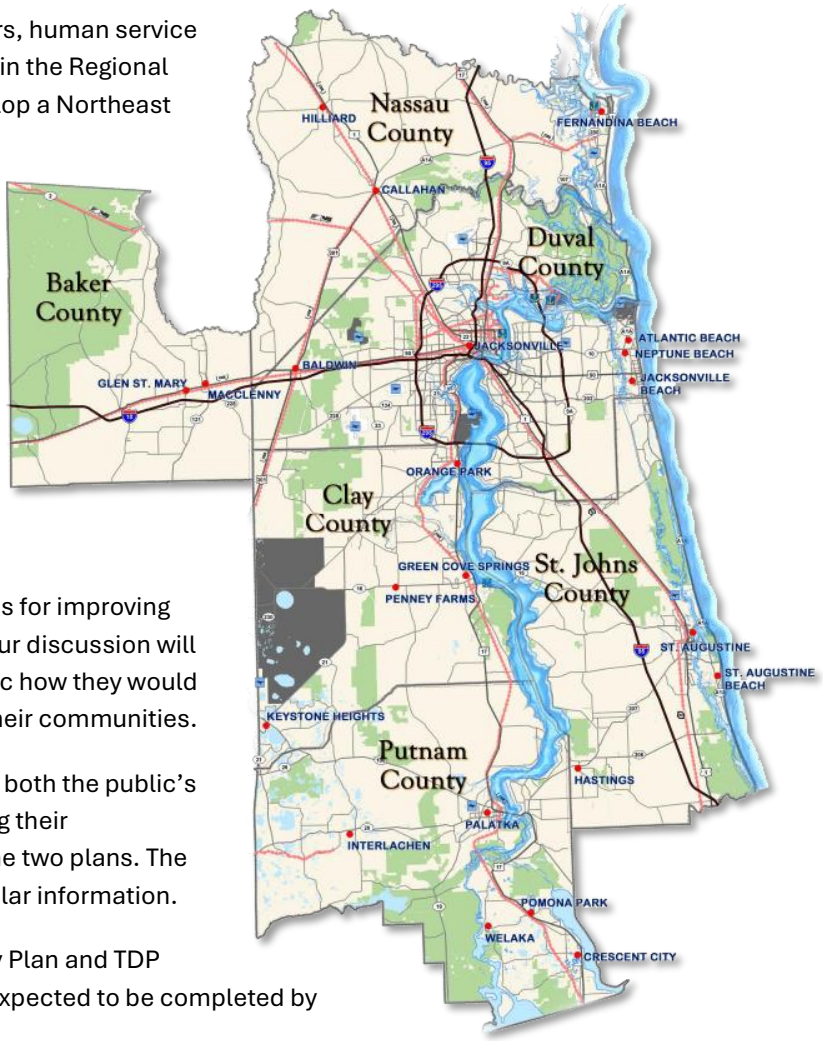
15

B.4 Flyers

B.4.1 JTA Public Meeting #1 Flyer

Invitation to Participate

Regional Transit Working Group Meetings to Develop a Coordinated Mobility Plan and Update the Transit Development Plan



County planning staff, transportation providers, human service agencies, and the public are encouraged to join the Regional Transit Working Group meetings as they develop a Northeast Florida Coordinated Mobility Plan and update the Transit Development Plan (TDP).

Purpose: This 2024 Coordinated Mobility Plan will take a fresh look at the region's transportation needs, especially for people with disabilities, those with limited income, and older adults. The working group will identify strategies for meeting those needs and develop an implementation plan.

JTA updates the TDP every five years with plans for improving transit service and encouraging transit use. Our discussion will revisit the 2019 TDP and gather from the public how they would like to see transit service improve access in their communities.

JTA is coordinating these two efforts to reflect both the public's general interest in transportation issues facing their communities and the cooperative nature of the two plans. The public need not meet separately to share similar information.

Timeline: Both the 2024 Coordinated Mobility Plan and TDP Update efforts began in March 2024 and are expected to be completed by October 2024.

Meetings: The Regional Transit Working Group will hold hybrid meetings monthly, with meeting dates posted at www.jtafla.com/about-jta/transit-accessibility/get-involved and physical locations alternating around the region.

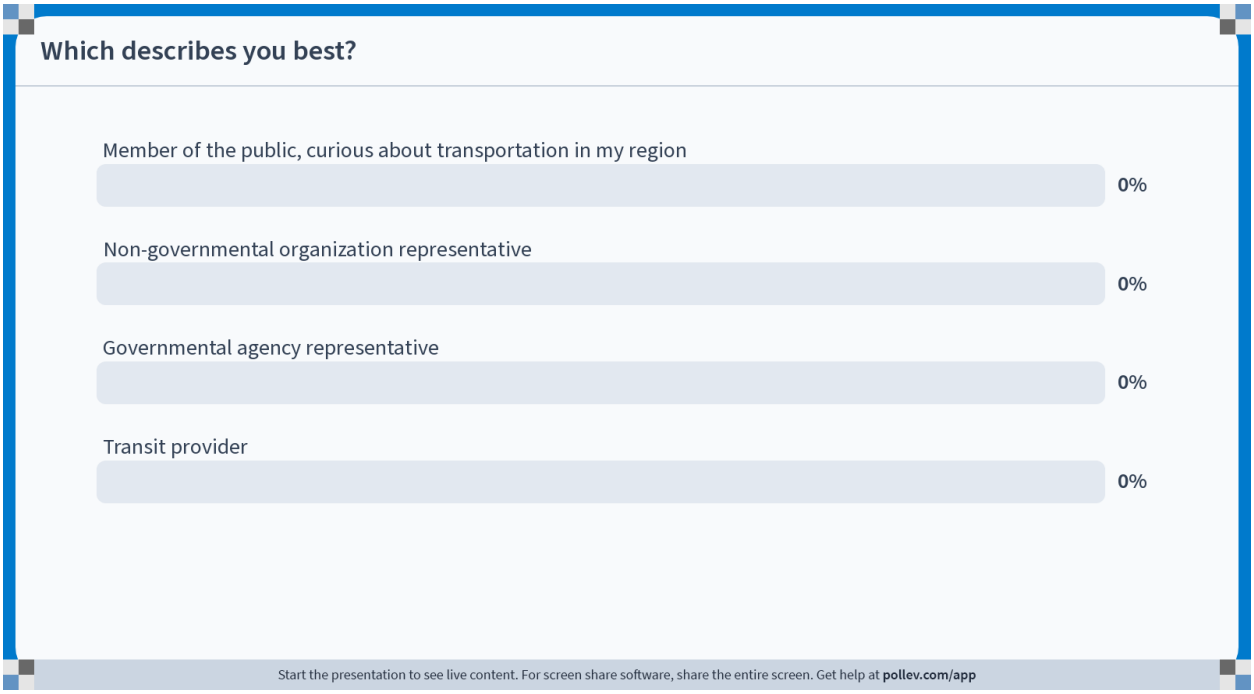
Next meeting: April 24, 2024, from 2 p.m. to 3 p.m.
Baker Transit/County Council on Aging 9264 Buck Starling Rd Macclenny, Fl 32063
Zoom at https://us02web.zoom.us/j/88925058289?pwd=K29oZkR6dkFPTU9DYkpGYkI0WHorQT09

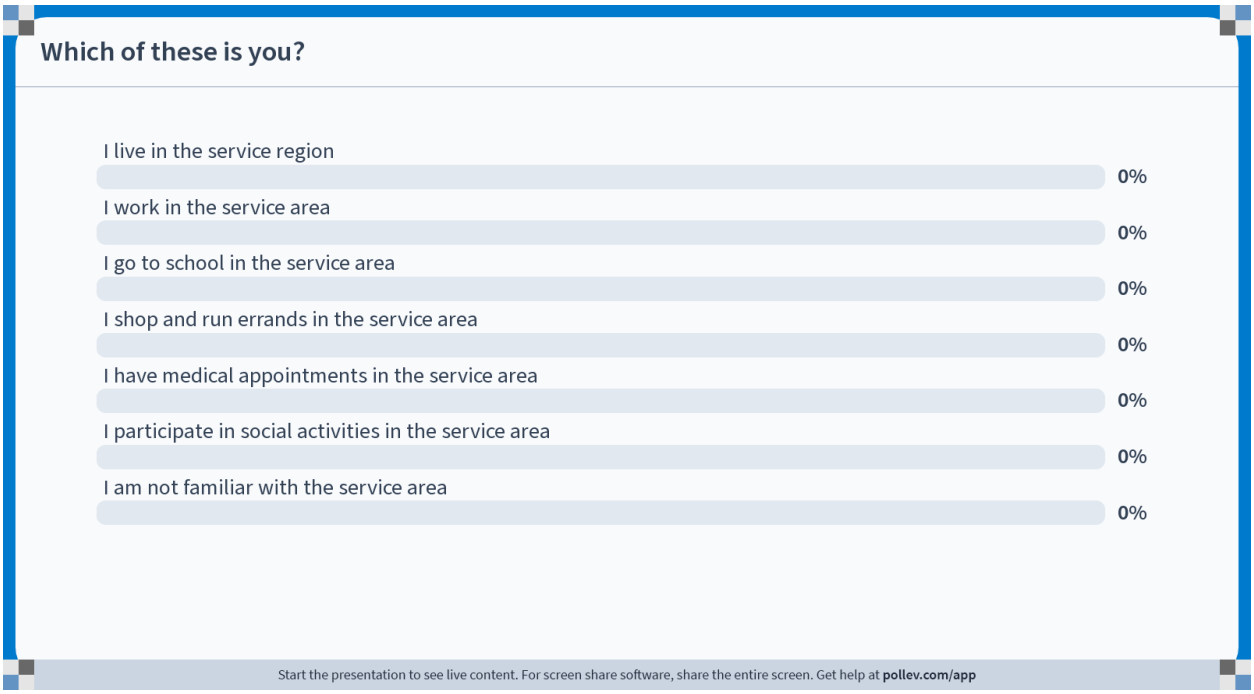
Contact: Eric Houston at EHouston@jtafla.com or (904) 630-3122.

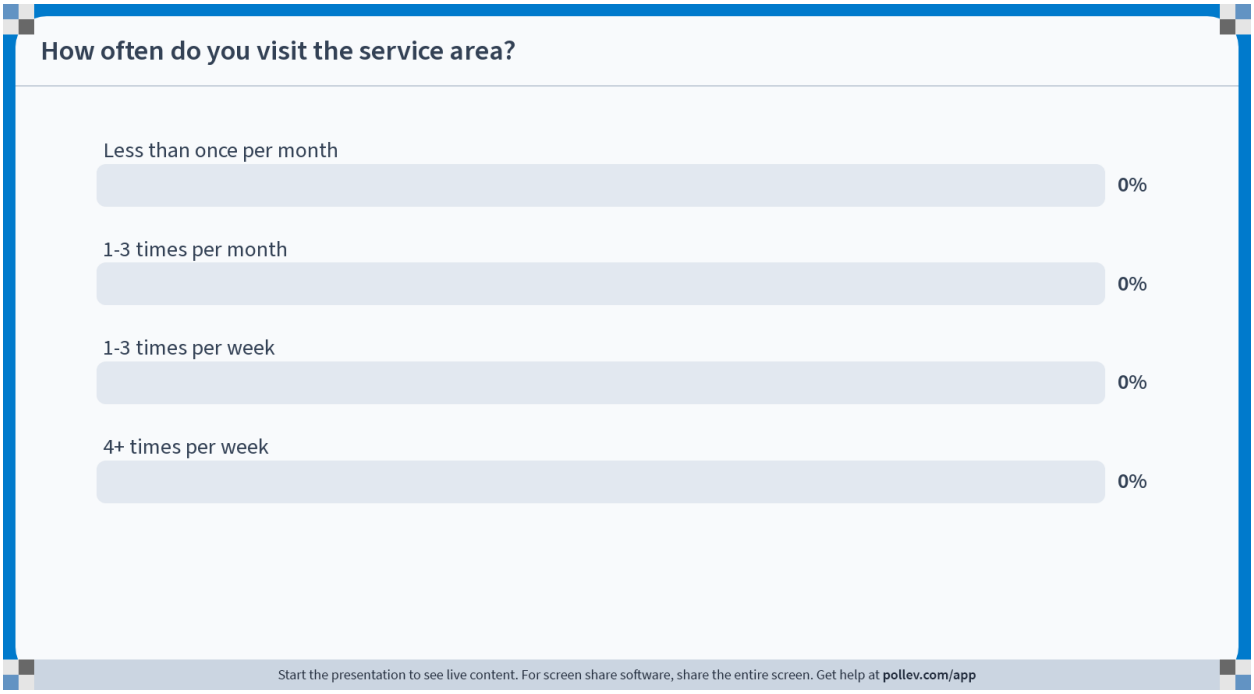
B.5 Boards

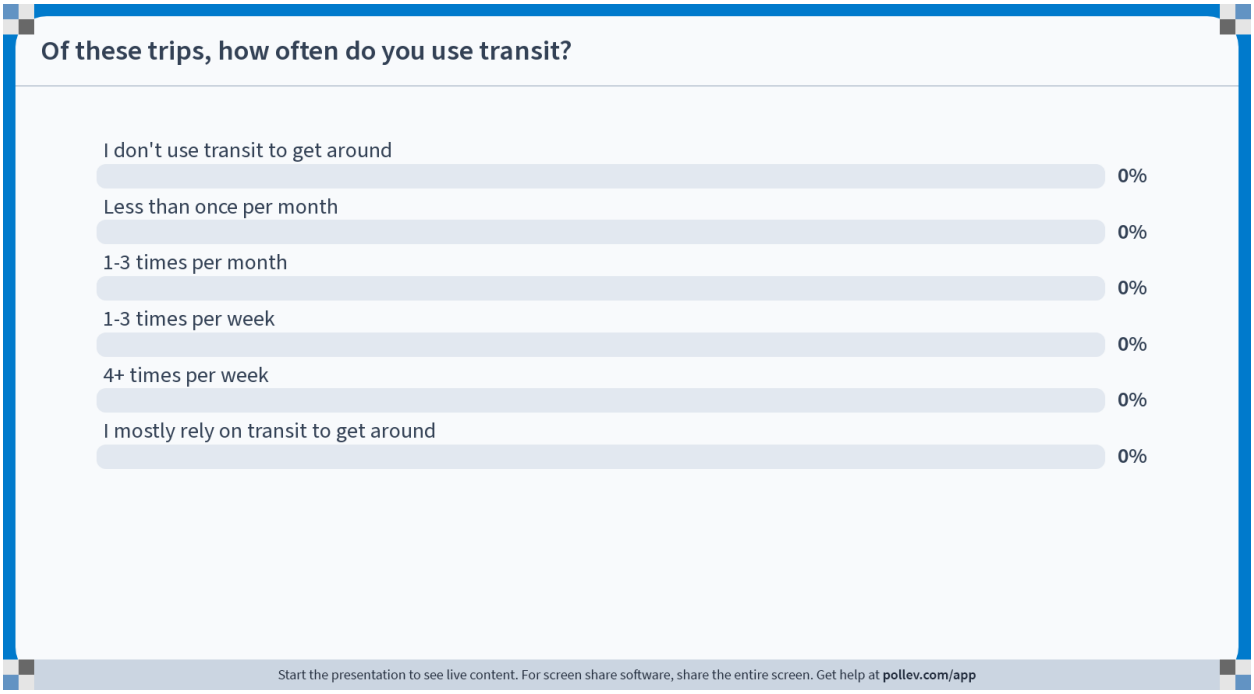
B.6 Surveys

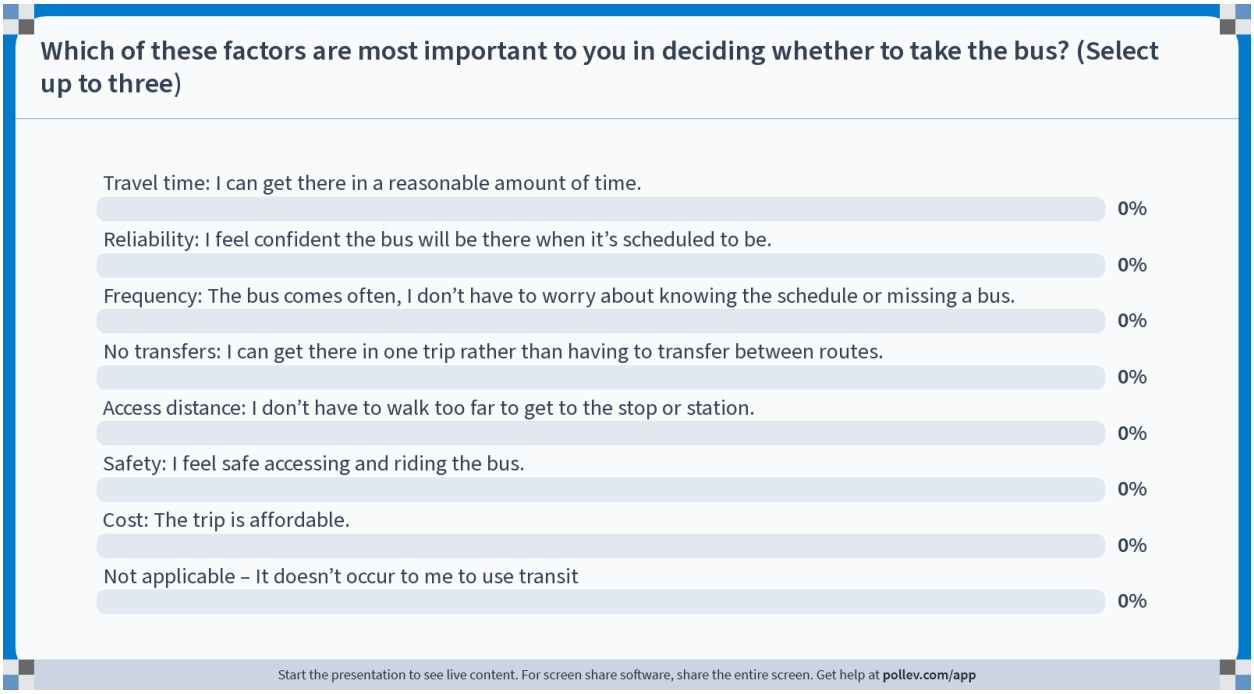
B.6.1 JTA Public Meeting #1 Attendee Survey






How often do you visit the service area?
Less than once per month
0%
1-3 times per month
0%
1-3 times per week
0%
4+ times per week
0%
Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app


Of these trips, how often do you use transit?
I don't use transit to get around
0%
Less than once per month
0%
1-3 times per month
0%
1-3 times per week
0%
4+ times per week
0%
I mostly rely on transit to get around
0%
Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app


Which of these factors are most important to you in deciding whether to take the bus? (Select up to three)
Travel time: I can get there in a reasonable amount of time.
0%
Reliability: I feel confident the bus will be there when it's scheduled to be.
0%
Frequency: The bus comes often, I don't have to worry about knowing the schedule or missing a bus.
0%
No transfers: I can get there in one trip rather than having to transfer between routes.
0%
Access distance: I don't have to walk too far to get to the stop or station.
0%
Safety: I feel safe accessing and riding the bus.
0%
Cost: The trip is affordable.
0%
Not applicable – It doesn't occur to me to use transit
0%
Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

B.6.2 Public and Intergovernmental Reivew of Service Planning Recommendations

The following survey was issued to both the general public via the MyJTA application as well as to intergovernmental partners (e.g. CPACs, TPO Board) to provide feedback on the visionary recommendations. This survey is live until February 28, 2025.

JTA Recommendations

Introduction

Please tell us about yourself.

What is your name?

What is your email address?

* Please select one route or ReadiRide zone you'd like to give feedback on. (You will be given opportunities later to comment on other routes or zones.)

* Please describe your level of support for the recommendation for this route or ReadiRide zone.

- ○ Not at all supportive
- ○ Not supportive
- ○ Neutral
- ○ Supportive
- ○ Very supportive

Please provide any additional feedback about the recommendations for this route or ReadiRide zone.

* Would you like to provide feedback for additional routes or zones?

- ○ Yes
- ○ No

JTA Recommendations

Feedback on routes and ReadiRide zones (2 of 5)

* Please select one route or ReadiRide zone you'd like to give feedback on. (You will be given opportunities later to comment on other routes or zones.)

Please describe your level of support for the recommendation for this route or ReadiRide zone.

- Not at all supportive
- Not supportive Neutral
- Supportive
- Very supportive
-

Please provide any additional feedback about the recommendations for this route or ReadiRide zone.

* Would you like to provide feedback for additional routes or zones?

- Yes
- No

JTA Recommendations

Feedback on routes and ReadiRide zones (3 of 5)

* Please select one route or ReadiRide zone you'd like to give feedback on. (You will be given opportunities later to comment on other routes or zones.)

* Please describe your level of support for the recommendation for this route or ReadiRide zone.

- Not at all supportive
- Not supportive
- Neutral
- Supportive
- Very supportive

Please provide any additional feedback about the recommendations for this route or ReadiRide zone.

Would you like to provide feedback for additional routes or zones?

- Yes
- No

JTA Recommendations

Feedback on routes and ReadiRide zones (4 of 5)

* Please select one route or ReadiRide zone you'd like to give feedback on. (You will be given opportunities later to comment on other routes or zones.)

* Please describe your level of support for the recommendation for this route or ReadiRide zone.

- Not at all supportive
- Not supportive
- Neutral
- Supportive
- Very supportive

Please provide any additional feedback about the recommendations for this route or ReadiRide zone.

* Would you like to provide feedback for additional routes or zones?

- Yes
- No

JTA Recommendations

Feedback on routes and ReadiRide zones (5 of 5)

* Please select one route or ReadiRide zone you'd like to give feedback on. (You will be given opportunities later to comment on other routes or zones.)

Please describe your level of support for the recommendation for this route or ReadiRide zone.

- ◯ Not at all supportive
- ◯ Not supportive
- ◯ Neutral
- ◯ Supportive
- ◯ Very supportive

Please provide any additional feedback about the recommendations for this route or ReadiRide

JTA Recommendations

Demographics

What is your race/ethnicity?

- ☐ American Indian or Alaska Native
- ☐ Asian or Asian American
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Middle Eastern or North African
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White
- ☐ Other

What is your approximate household income?

- ◯ Less than $5,000
- ◯ $5,000 - $9,999
- ◯ $10,000 - $14,999
- ◯ $15,000 - $24,999
- ◯ $25,000 - $34,999
- ◯ $35,000 - $49,999
- ◯ $50,000 - $74,999
- ◯ $75,000 - $99,999
- ◯ More than $100,000

What is your age?

- ◯ Under 18
- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55-64
- ◯ 65+

Which of the following best describes your employment status?

- ◯ Full-time
- ◯ Retired
- ◯ Student
- ◯ Part-time
- ◯ Disabled/Unable to work
- ◯ Unemployed

What is your gender?

- ◯ Male
- ◯ Female Other
- ◯

Are you affiliated with the US Armed Forces (either as an active duty member or a veteran)?

- ◯ Yes
- ◯ No

What language do you primarily speak at home?

- ◯ English
- ◯ Spanish
- ◯ Other

How well do you speak English?

- ◯ Very well Well
- ◯ Not very well
- ◯

JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX C: PUBLIC OUTREACH SURVEY RESULTS

May 2025













CONTENTS

C. Public Outreach Survey Results C-1
C.1. Survey Analysis for Phase I C-1
C.1.1. Completed Surveys C-1
C.1.2. Travel Characteristics C-1
C.1.3. Trip Characteristics C-6
C.1.4. Opinion Questions C-8
C.1.5. Additional Comments C-10
C.1.6. Demographics C-10
C.2. Survey Analysis for Phase 3 ..... C-13
C.2.1. Overview of Surveys C-13
C.2.2. Support for Recommendations C-13
C.2.3. Demographics ..... **Error! Bookmark not defined.**

FIGURES

Figure C-1: Do you have regular access to a vehicle (car, motorcycle, truck, van) at home? (n = 403) .. C-1
Figure C-2: What is your primary method of transportation? (n = 440) C-2
Figure C-3: What challenges do you face in your transportation? Check all that apply. (n = 395) C-2
Figure C-4: How often are you unable to get to where you need to go because of not having a way to get there? (n = 395) C-3
Figure C-5: In the past six months, have you experienced any of the following difficulties in finding transportation? Check all that apply. (n = 286) C-4
Figure C-6: If you currently use a public transportation service, please indicate the frequency of your public transit use each week. (Select one) (n = 189) C-5
Figure C-7: What is your most frequently traveled destination? (n = 438) C-7
Figure C-8: How far do you travel to get to the grocery store (one-way)? (n = 442) C-7
Figure C-9: How often do you cross county lines (for example, travel from MacClenny, Orange Park, St Augustine, or Yulee to a destination in Jacksonville)? (n = 437) C-8
Figure C-10: Do you think there is a need for public/program transportation services in your community? (n = 360) C-9
Figure C-11: How do you identify yourself? (n = 358) C-10
Figure C-12: What is your age? (n = 359) C-11
Figure C-13: What language is primarily spoken at your home? (n = 358) C-11
Figure C-14: Which of the following best describes your current employment status? (n = 356) C-12
Figure C-15: What is your household income? (n = 348) C-13

TABLES

Table C-1: What transportation service have you tried at least once? Check all that apply. (n = 333) C-4
Table C-2: If you use a reservation-based transportation service, how do you schedule your rides? Check all that apply. (n = 280) C-6
Table C-3: What are your most common trip purposes? Select top three. (n = 318) C-6
Table C-4: What features would encourage you to use public transportation more often if it was available? Check all that apply. (n = 330)..... C-9
Table C-5: Average Support Score for Each Recommendation*.....**Error! Bookmark not defined.**

C. PUBLIC OUTREACH SURVEY RESULTS

C.1. Survey Analysis for Phase I

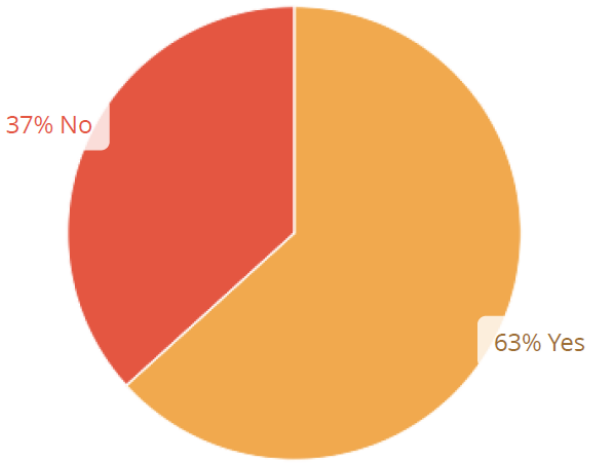
C.1.1. Completed Surveys

All surveys were taken online. Out of 1,615 views, there were 517 participants. Most questions had a response rate higher than 50 percent.

C.1.2. Travel Characteristics

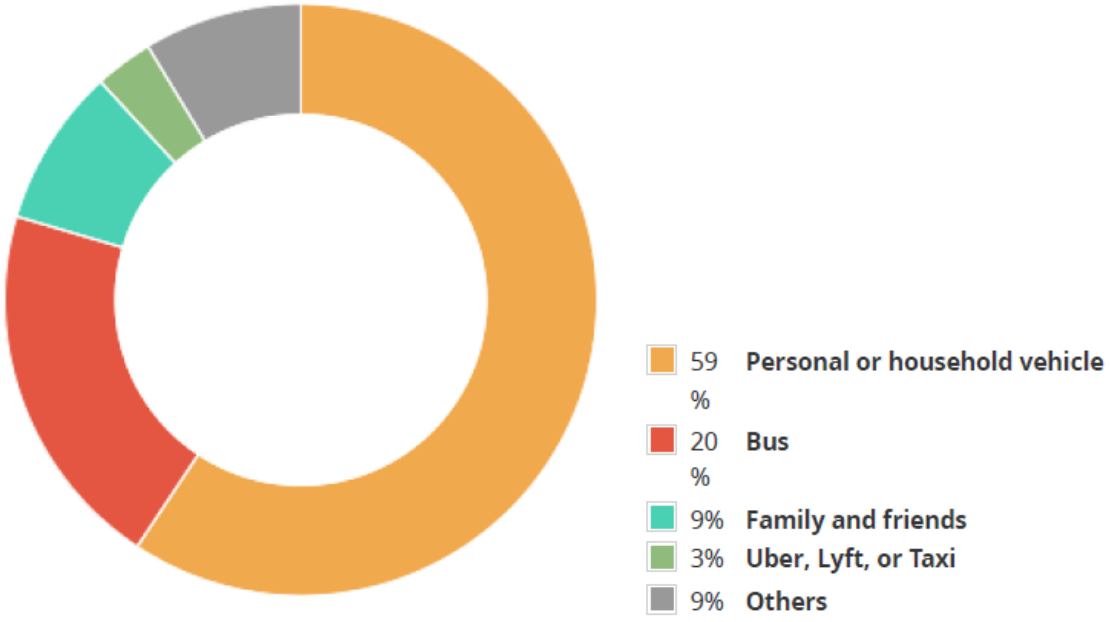
Respondents were asked if they have regular access to a vehicle (**Figure C-1**), and over a third (37%) do not.

Figure C-1: Do you have regular access to a vehicle (car, motorcycle, truck, van) at home? (n = 403)



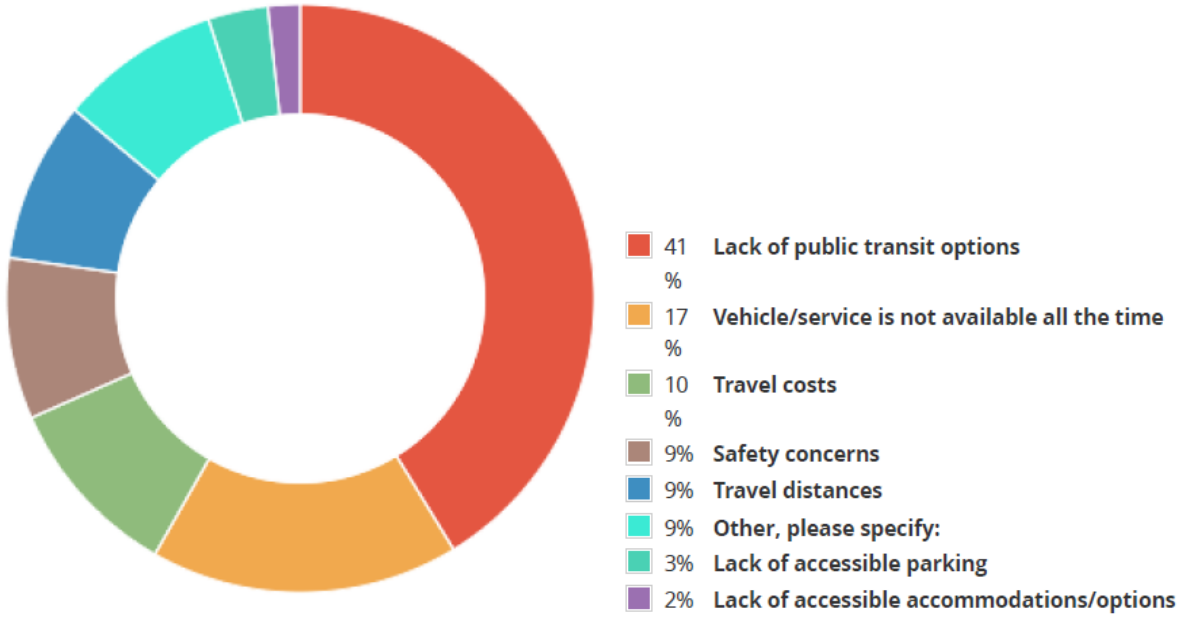
While most respondents use a car as their primary mode of transportation (59%), twenty percent of respondents use the bus as their primary mode of transportation, as shown in **Figure C-2**.

Figure C-2: What is your primary method of transportation? (n = 440)



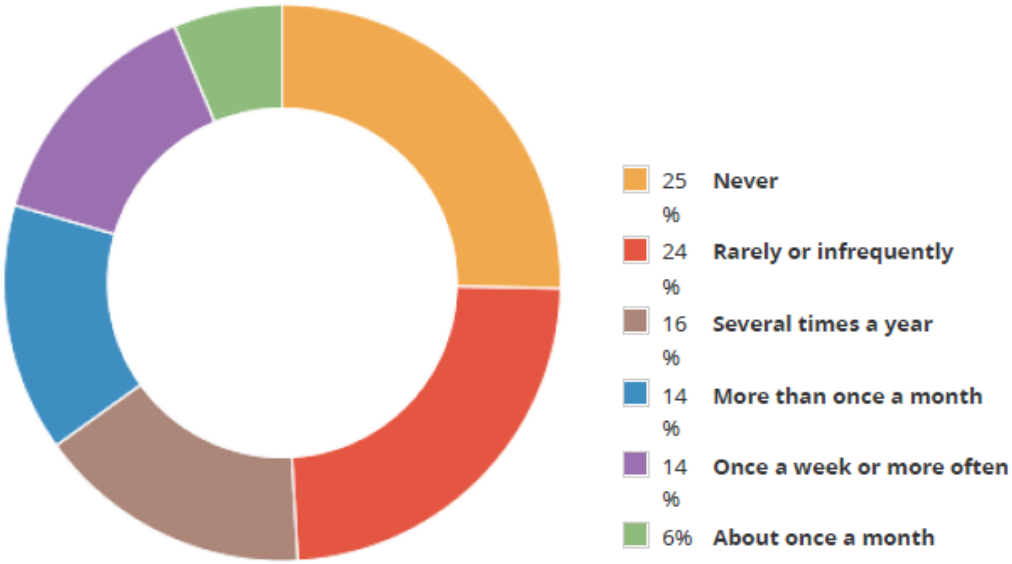
When asked what challenges they face in transportation (**Figure C-3**), a lack of public transit options was listed as the top challenge respondents face, with vehicle availability listed second and travel costs third.

Figure C-3: What challenges do you face in your transportation? Check all that apply. (n = 395)



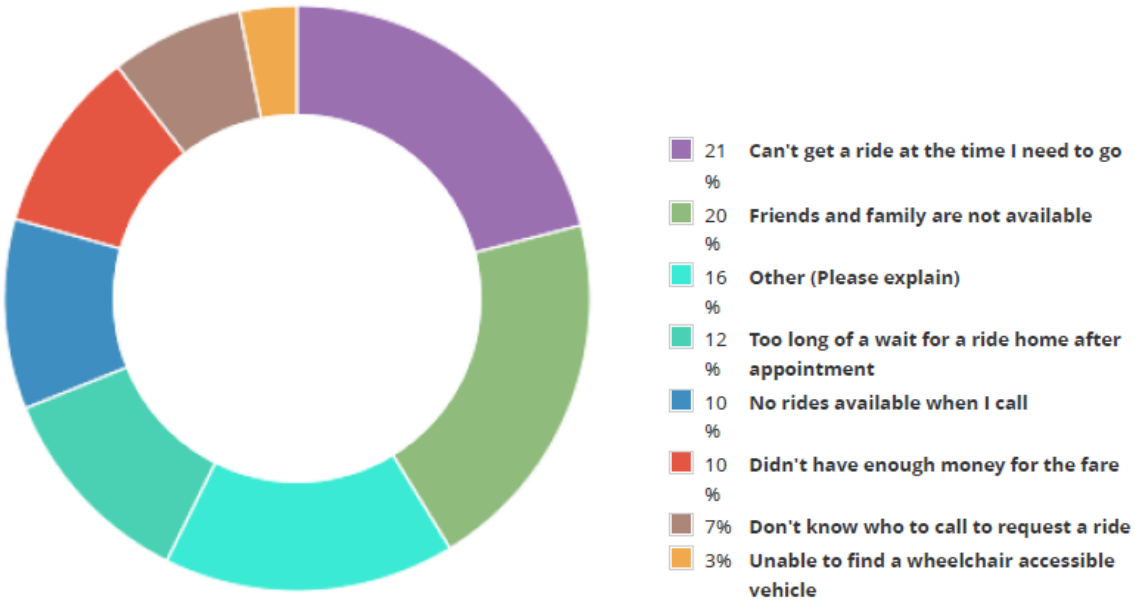
A majority of respondents are rarely or never unable to get to their destinations from a lack a travel options, but 14 percent of respondents are unable to get where they need to go at least once a week, as seen in **Figure C-4**.

Figure C-4: How often are you unable to get to where you need to go because of not having a way to get there? (n = 395)



When asked what transportation difficulties they have experienced in the last six months (**Figure C-5**), there were a variety of responses, including not getting a ride at the right time, friends and family not being available to take them, and long wait times.

Figure C-5: In the past six months, have you experienced any of the following difficulties in finding transportation? Check all that apply. (n = 286)



Of the transportation services respondents had tried, the highest number of respondents had used a transportation network company like Uber or Lyft (39 percent), followed by Ride Solution in Putnam County (33 percent), and taxis (31 percent). JTA services have been tried by over a quarter of respondents, with bus at 29 percent, Skyway at 24 percent, St Johns River Ferry at 15 percent, and Gameday Xpress at 10 percent, as seen in **Table C-1**.

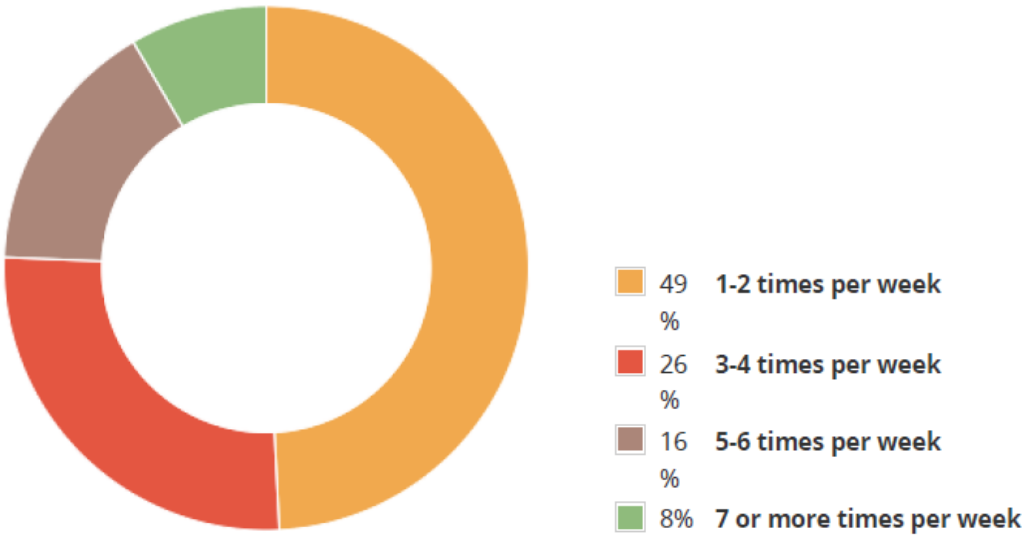
Table C-1: What transportation service have you tried at least once? Check all that apply. (n = 333)

Response	Percent Selected	Respondents
Transportation Network Company (Uber, Lyft, etc.)	39%	130
Ride Solution (Putnam County)	33%	111
Taxi	31%	103
Greyhound Bus	29%	97
JTA Bus (First Coast Flyer, regular fixed-route, trolley)	29%	95
Amtrak	24%	81
JTA Skyway	24%	79
St. John's River Ferry	15%	51
JTA Gameday Xpress	10%	34
Megabus	8%	26
Sunshine Bus (St. Johns County)	7%	24
Osprey Connector (UNF Shuttle)	7%	22
Clay Community Transportion	5%	16

JTA ReadiRide	5%	15
Clay Express Select	4%	13
JTA Connexion Paratransit	4%	13
Veterans Transportation Services (VTS)	3%	11
Go Tuk'n - TukTuk shuttle	3%	10
Arc	2%	8
St Johns County Council on Aging	2%	5
NassauTransit	1%	4
Nassau County Council on Aging	1%	4
Beaches Dial a Ride (Beaches Council on Aging)	1%	3
Baker County Transit	1%	2
Nassau Express Select	0%	0
St Johns Express Select	0%	0

About half (49 percent) of respondents that use transit indicated that they typically ride once or twice a week, with another quarter of respondents riding between three and four times a week. The last quarter ride more than five times a week (**Figure C-6**).

Figure C-6: If you currently use a public transportation service, please indicate the frequency of your public transit use each week. (Select one) (n = 189)



Of the respondents using a reservation-based transportation service in **Table C-2**, 41 percent reserve by calling in on the phone, followed closely by using a cell phone app (39 percent). Nine percent of respondents have others (family members, caretakers, and staff at senior centers or medical facilities) make their reservations.

Table C-2: If you use a reservation-based transportation service, how do you schedule your rides? Check all that apply. (n = 280)

Response	Percent Selected	Respondents
Call in by phone	41%	115
Cell phone app	39%	110
Not applicable	21%	58
Internet (web-based)	13%	37
Family members, caretakers, senior center, medical facility makes the reservation	9%	26
Text message	8%	23
Email	5%	13
Other	1%	4

C.1.3. Trip Characteristics

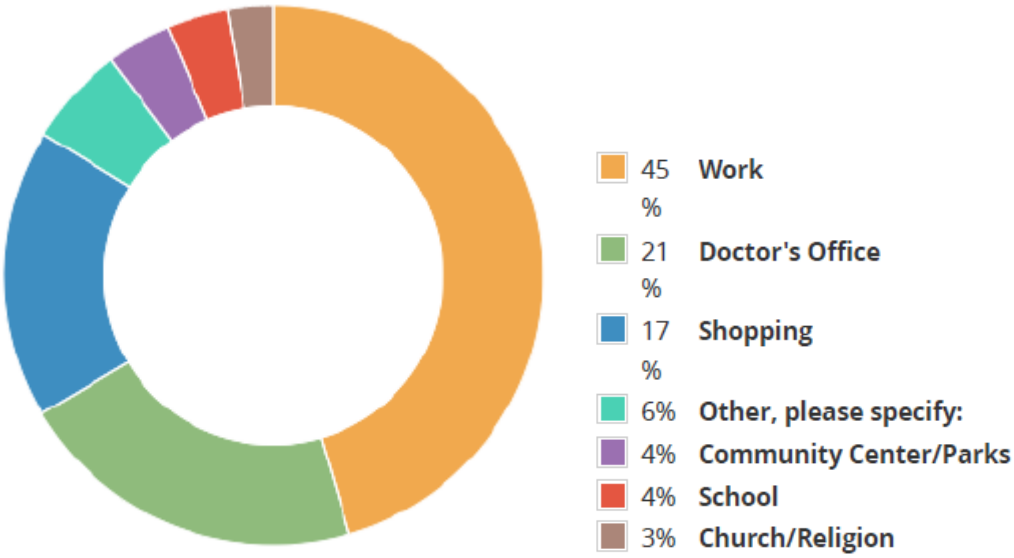
The survey contained four questions related to how respondents conduct their trips. The most common trip purpose was work, followed by medical appointments, shopping and errands, school, and visiting loved ones, as shown in **Table C-3**.

Table C-3: What are your most common trip purposes? Select top three. (n = 318)

Response	Rank	Respondents
Work	1.19	175
Medical appointments	1.84	161
Shopping/errands	2.02	218
School	2.22	41
Other	2.79	19
Visit family/friends	3.06	105
Church	3.15	34
Personal appointments	3.17	84
Pharmacy	3.33	61
Senior/Community Center	4.67	9

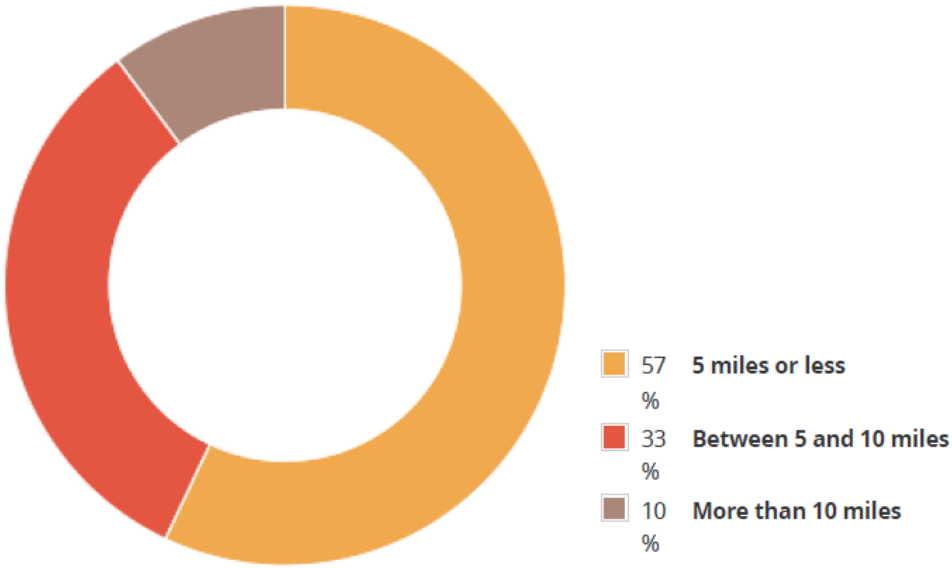
The most frequently traveled destinations among respondents are work (45 percent), the doctor's office (21 percent), and shopping (17 percent), with lower rates for community centers and parks (four percent), school (four percent), and church or religious facilities (three percent) as shown in **Figure C-7**.

Figure C-7: What is your most frequently traveled destination? (n = 438)



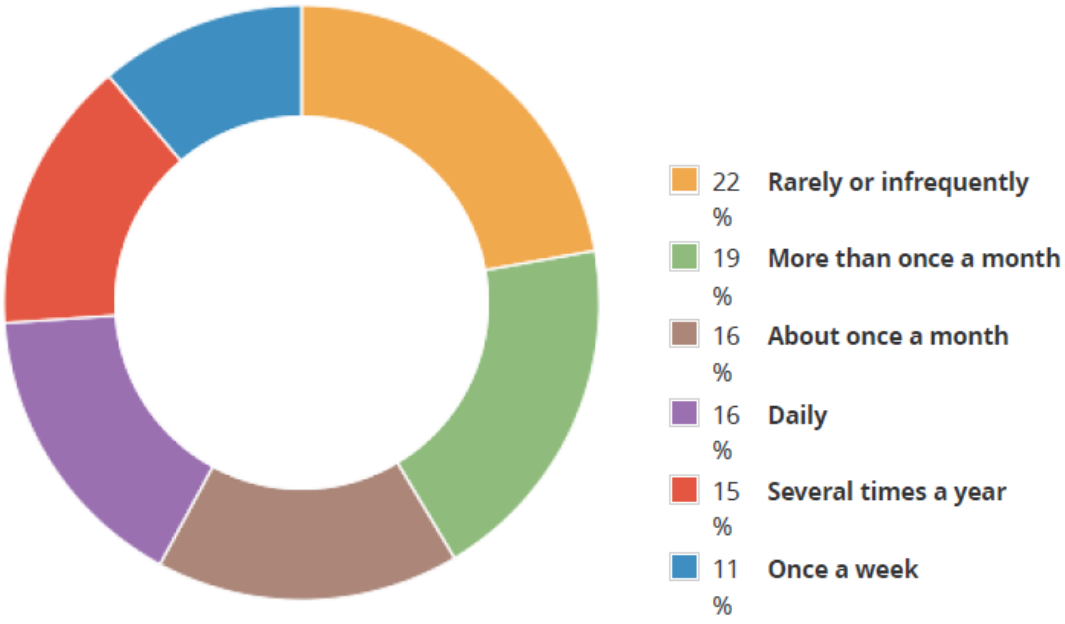
The majority of respondents (57 percent) travel five miles or less to get to the grocery store, with a third traveling between five and ten miles, and only ten percent traveling more than ten miles (**Figure C-8**).

Figure C-8: How far do you travel to get to the grocery store (one-way)? (n = 442)



Respondents were split on traveling across county lines, with 22 percent rarely crossing, 19 percent more than once a month, 16 percent daily, and 16 percent about once a month. An additional 11 percent cross once a week, as **Figure C-9** shows.

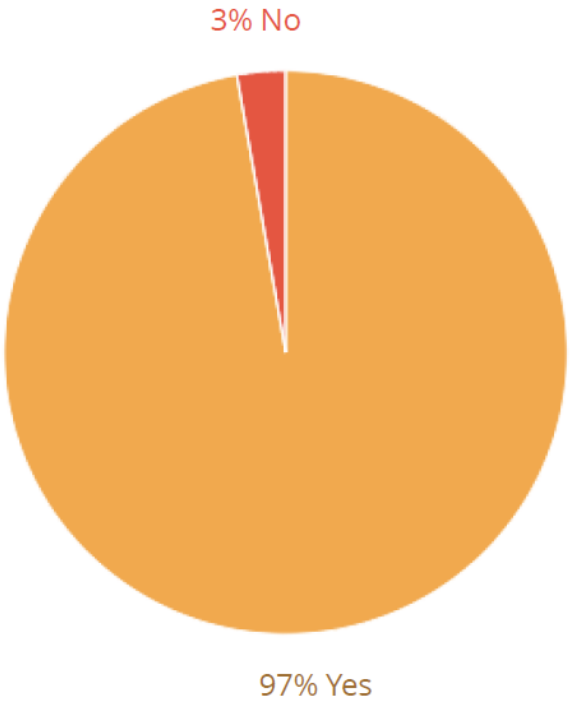
Figure C-9: How often do you cross county lines (for example, travel from MacClenny, Orange Park, St Augustine, or Yulee to a destination in Jacksonville)? (n = 437)



C.1.4. Opinion Questions

The survey asked two opinion questions before an open-ended comment section. A near unanimous majority of respondents, 97 percent, think there is a need for public transportation service in their community, as **Figure C-10** shows.

Figure C-10: Do you think there is a need for public/program transportation services in your community? (n = 360)



As **Table C-4** details, the most desirable features in a public transportation offering for the respondents included competitive travel times (58 percent), affordable fares (45 percent), and weekend service (41 percent).

Table C-4: What features would encourage you to use public transportation more often if it was available? Check all that apply. (n = 330)

Response	Percent Selected	Respondents
A direct bus route with competitive travel time (e.g. 20 minutes by car, 30 minutes by transit)	58%	193
Affordable fare, costs less than driving	45%	148
Weekend service	41%	134
Same-day service (Service response time within 30 minutes)	40%	133
Early morning service	38%	124
Late evening/night service	35%	116
App-based mobility on demand for local travel and to connect with transit	29%	96
Other	18%	59

C.1.5. Additional Comments

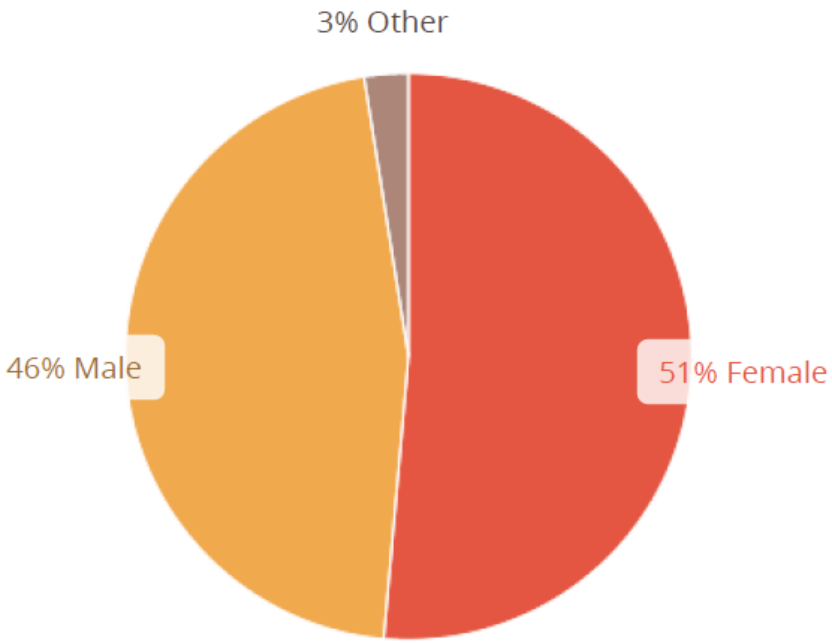
Out of the 517 participants, 93 provided an additional comment. Beyond an overwhelming enthusiasm for additional transit in the greater Jacksonville area, there were also multiple mentions of the support for the following in the open-ended comment questions:

- Transit that fosters cross-county connections
- Microtransit for local travel
- Light rail and/or expanded Skyway
- Commuter rail
- Expanding Flex service

C.1.6. Demographics

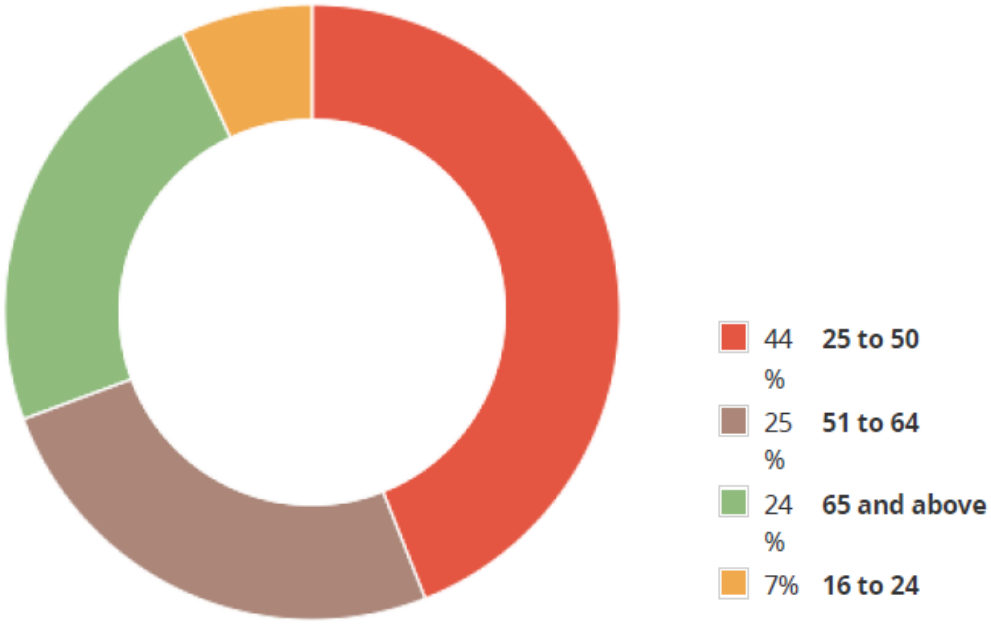
The survey included five demographic questions. Respondents identified as 51 percent female, 46 percent male, and five percent other, as shown in **Figure C-11**.

Figure C-11: How do you identify yourself? (n = 358)



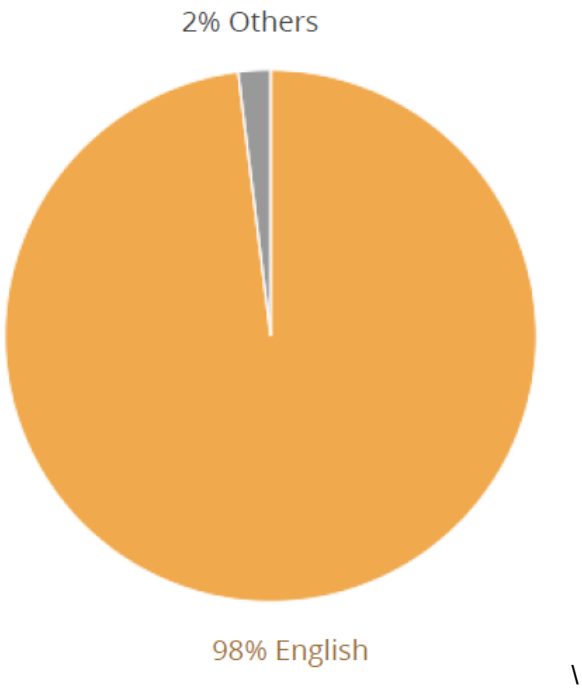
When asked about their age (**Figure C-12**), 44 percent were between 25 and 50 years old, 25 percent were between 51 and 64 years old, 24 percent older than 65, and seven percent were younger than 25.

Figure C-12: What is your age? (n = 359)



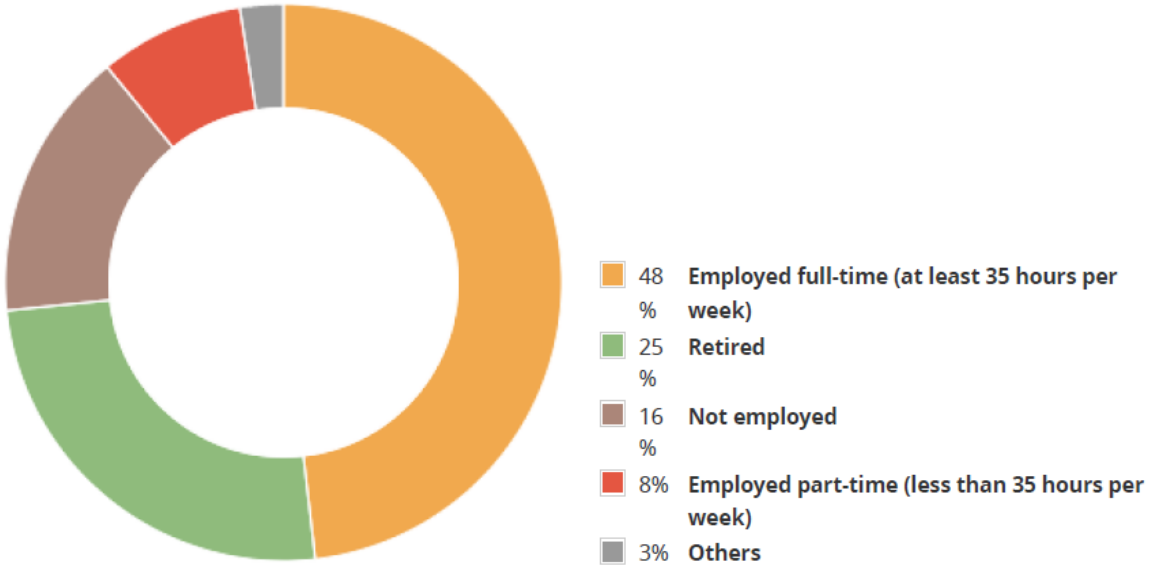
Most respondents (98 percent) speak English at home, with an additional two percent speaking other languages, as **Figure C-13** shows.

Figure C-13: What language is primarily spoken at your home? (n = 358)



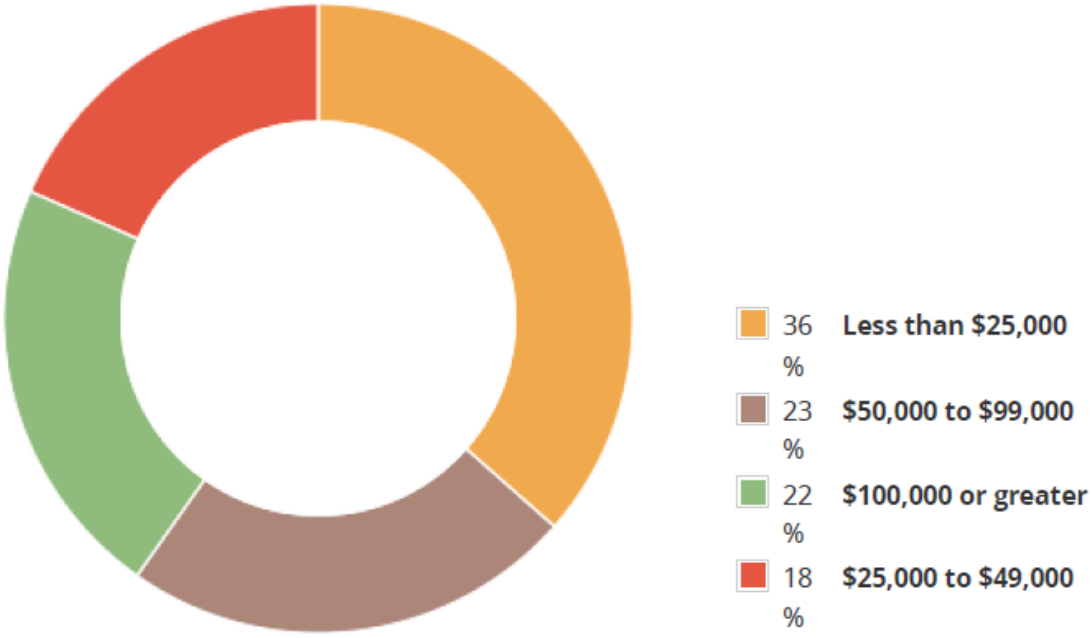
About half (48 percent) of respondents were employed full-time, with another quarter retired, 16 percent not employed, and eight percent employed part-time (**Figure C-14**).

Figure C-14: Which of the following best describes your current employment status? (n = 356)



Household incomes among respondents were varied, with 36 percent below $25,000, 23 percent between $50,000 and $99,000, 22 percent more than $100,000, and 18 percent between $25,000 and $49,000, as **Figure C-15** shows.

Figure C-15: What is your household income? (n = 348)



C.2. Survey Analysis for Phase 3

C.2.1. Overview of Surveys

The Phase 3 survey was open from January to May 2025 and aimed at gathering feedback for the recommendations; all survey responses for this are taken online using SurveyMonkey. This survey received no responses.

C.2.2. Support for Recommendations

The purpose of the Phase 3 survey was to understand respondents' support for draft recommendations. To understand each recommendation, the survey linked to route sheets, which explained the recommendation with maps, tables, and narrative text. The survey asked respondents to rank their support for each recommendation on a Likert scale from 1 (Not supportive at all) to 5 (Very Supportive).

JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX D: PEER SELECTION

May 2025



CONTENTS

D. Peer Selection D-1

FIGURES

No figures.

TABLES

Table D-1: Selected Peer Agencies D-1

D. PEER SELECTION

This analysis relied on the Federal Transit Administration's (FTA) National Transit Database (NTD), an annually compiled comprehensive database of operation and financial information about every transit agency receiving federal funding. The NTD provides detailed and consistent information that can be used to examine the same factors across various transit agencies.

Three different methods were combined to select peers for this analysis. Those methods include:

- A comparison of JTA to all other transit agencies in the United States using the most recent full NTD dataset (FY 2022). This comparison included service area attributes (e.g., urbanized area population, service area population, service area size) and operational characteristics (e.g., vehicles operated in maximum service, passenger trips).
- Florida Transit Information System (FTIS) TCRP G-11 Peer Selection Method.[1] This method is similar to the first method but emphasizes different characteristics.
- Review of previous JTA peers in 2019 TDP. This method incorporates JTA's historical preferences for peers.

Agencies that received higher scores in each of the three methods were selected as the peers. The cities and respective transit agencies emerging from the screening are shown in **Table D-1**.

Table D-1: Selected Peer Agencies

Agency	Service Area Location
Board of County Commissioners, Palm Beach County (PalmTran)	West Palm Beach, FL
Central Ohio Transit Authority (COTA)	Columbus, OH
City of Charlotte, North Carolina (CATS)	Charlotte, NC
Hillsborough Area Regional Transit Authority (HART)	West Palm Beach, FL
Indianapolis and Marion County Public Transportation (IndyGo)	Indianapolis, IN
Metropolitan Transit Authority (WeGo)	Nashville, TN
Omnitrans	San Bernadino, CA
Pinellas Suncoast Transit Authority (PSTA)	Pinellas County, FL
Rhode Island Public Transit Authority (RIPTA)	(Statewide)
Transportation District Commission of Hampton Roads (HRT)	Hampton Roads, VA

Note that peer selection comparisons looked for similarities between fixed-route service characteristics only. The selection process did not include other modes, such as demand response, because fixed-route service represents JTA's core service: according to the NTD, demand response, ferry, and Skyway modes together represented around 15 percent of JTA's total annual trips in 2022.

[1] For more information about these methods, please see: https://ftis.org/iNTD-Urban/tcrp_141.pdf

JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX E: COMPREHENSIVE OPERATIONAL ANALYSIS

May 2025













CONTENTS

E. Comprehensive Operational Analysis E-1
E.1. Introduction E-1
E.2. Methods and Data Sources E-1
E.2.1. Analysis Period E-1
E.2.2. Routes Analyzed E-2
E.2.3. Service Types E-2
E.2.4. Data Sources E-3
E.3. Performance Standards E-3
E.4. Route Characteristics and Performance Measures E-4
E.4.1. Route Characteristics E-4
E.4.2. Route Operating Statistics E-5
E.4.3. Service Productivity E-11
E.4.4. Economic and Financial Performance E-27
E.4.5. On-Time Performance E-43
E.5. Conclusion E-55

FIGURES

Figure E-1: Passengers per Revenue Hour (Weekday) E-15
Figure E-2: Passengers per Revenue Hour (Saturday) E-16
Figure E-3: Passengers per Revenue Hour (Sunday) E-17
Figure E-4: Passengers per Revenue Mile (Weekday) E-18
Figure E-5: Passengers per Revenue Mile (Saturday) E-19
Figure E-6: Passengers per Revenue Mile (Sunday) E-20
Figure E-7: Passengers per Trip (Weekday) E-21
Figure E-8: Passengers per Trip (Saturday) E-22
Figure E-9: Passengers per Trip (Sunday) E-23
Figure E-10: Average Load (Weekday) E-24
Figure E-11: Average Load (Saturday) E-25
Figure E-12: Average Load (Sunday) E-26
Figure E-13: Weekday Subsidy Per Passenger, by Route, Grouped at Service Type E-34
Figure E-14: Saturday Subsidy Per Passenger, by Route, Grouped at Service Type E-35
Figure E-15: Sunday Subsidy Per Passenger, by Route, Grouped at Service Type E-36
Figure E-16: Weekday Cost Per Revenue Mile, by Route, Grouped at Service Type E-37
Figure E-17: Saturday Cost Per Revenue Mile, by Route, Grouped at Service Type E-38
Figure E-18: Sunday Cost Per Revenue Mile, by Route, Grouped at Service Type E-39
Figure E-19: Weekday Farebox Recovery Ratio, by Route, Grouped at Service Type E-40

Figure E-20: Saturday Farebox Recovery Ratio, by Route, Grouped at Service Type E-41
Figure E-21: Sunday Farebox Recovery Ratio, by Route, Grouped at Service Type E-42
Figure E-22: On Time Performance by Route: Weekday Early Morning (3:00 a.m. - 6:00 a.m.) E-46
Figure E-23: On Time Performance by Route: Weekday Morning Peak (6:00 a.m. - 9:00 a.m.) E-47
Figure E-24: On Time Performance by Route: Weekday Midday (9:00 a.m. - 12:00 p.m.) E-48
Figure E-25: On Time Performance by Route: Weekday Afternoon (12:00 p.m. - 3:00 p.m.) E-49
Figure E-26: On Time Performance by Route: Weekday Afternoon Peak (3:00 p.m. - 6:00 p.m.) E-50
Figure E-27: On Time Performance by Route: Weekday Late Day (6:00 p.m. - 9:00 p.m.) E-51
Figure E-28: On Time Performance by Route: Weekday Night (9:00 p.m. - 3:00 p.m.) E-52
Figure E-29: On Time Performance by Route: Saturday E-53
Figure E-30: On Time Performance by Route: Sunday E-54

TABLES

Table E-1: Fiscal Year 2024 Holidays and Service Operated E-1
Table E-2: Service Type Characteristics E-2
Table E-3: Routes by Service Type E-2
Table E-4: Data Sources E-3
Table E-5: Performance Standards by Service Type E-3
Table E-6: Route Characteristics E-4
Table E-7: Span of Service by Route E-6
Table E-8: Frequency by Time Period E-9
Table E-9: Service Productivity (Weekday) E-12
Table E-10: Service Productivity (Saturday) E-13
Table E-11: Service Productivity (Sunday) E-14
Table E-12: Annual Weekday Financial Performance E-28
Table E-13: Annual Saturday Financial Performance E-30
Table E-14: Annual Sunday Financial Performance E-32
Table E-15: On-Time Performance (First Coast Flyer BRT) E-43
Table E-16: On-Time Performance (Frequent) E-43
Table E-17: On-Time Performance (Mainline) E-44
Table E-18: On-Time Performance (Connector) E-44
Table E-19: On-Time Performance (Limited Connector) E-44
Table E-20: On-Time Performance (Express) E-44
Table E-21: On-Time Performance (All Routes) E-45

E. COMPREHENSIVE OPERATIONAL ANALYSIS

E.1. Introduction

A comprehensive analysis of the Jacksonville Transportation Authority's (JTA) transit operations was completed to evaluate the system's performance and identify areas of opportunity for improvement. Several performance measures were analyzed, including route operating statistics, service productivity, financial performance, and on-time performance. Routes were analyzed by group according to their purpose, as well as on an individual basis in route profiles. Route profiles are found in **Appendix F: Route Profiles** and provide a detailed analysis of each route.

Measures assessed in this analysis include:

- **Route Operating Statistics:** Span of service and frequency by time period.
- **Service Productivity:** Annual ridership, average daily riders, passengers per revenue hour, passengers per revenue mile, passengers per trip, and average vehicle load.
- **Financial and Economic Performance:** Annual operating cost, annual revenue, cost per passenger, subsidy per passenger, cost per passenger mile, and farebox recovery ratio.
- **On-Time Performance:** Measured by period and service day type.

E.2. Methods and Data Sources

E.2.1. Analysis Period

Routes were analyzed using data available for fiscal year 2024 and the January 2024 service period, which began on Monday, January 22, 2024, and ended on Sunday, June 2, 2024.

JTA offers bus service on a more limited basis during several holidays throughout the year, as noted in **Table E-1**, which also details the level of service provided on each holiday. The data collected during holiday periods was assessed depending on the level of service operated that day (e.g., Thanksgiving service data was assessed with other Sunday data).

Table E-1: Fiscal Year 2024 Holidays and Service Operated

Holiday	Date	Service Operated
Thanksgiving Day	11/23/2023	Sunday
Christmas Day	12/25/2023	Sunday
New Years Day	1/1/2024	Sunday
MLK Jr. Day	1/15/2024	Saturday
Memorial Day	5/27/2024	Sunday
Independence Day	7/4/2024	Sunday
Labor Day	9/2/2024	Sunday

Sources: https://www.jtafla.com/ride-jta/how-to-ride/ and https://x.com/JTAFLA/status/1746547725708284243

E.2.2. Routes Analyzed

Transit service planning is always ongoing, making any analysis a snapshot in time. This TDP major update began with the January 2024 service enhancement, but several other enhancements have occurred since. While JTA operated the same 41 fixed routes throughout this period, several of these routes were modified as part of JTA's June 2024 service enhancements, which included improvements, schedule changes, and time point changes on routes 1, 3, 21, 24, 31, 51, 81, 14, and 105 (the First Coast Flyer Orange Line).[1] The TDP includes major expected service enhancements implemented in January 2025.

E.2.3. Service Types

JTA routes are designated by seven Service Types according to their service characteristics, as outlined in **Table E-2**. This analysis evaluates routes according to the appropriate standard for each performance measure and the average values of routes within that type.

Table E-2: Service Type Characteristics

Service Type	Frequency	Service Days	Span of Service	Stop Spacing
First Coast Flyer (BRT)	30 min	Every day	5:30am-11:30pm	1 - 2 per mi
Frequent	10-15 min	Every day	5am-1am	3 - 7 per mi
Mainline	30 min	Every day	5am-11:30pm	3 - 7 per mi
Connector	30-60 min	Every day	7am-8:30pm	3 - 7 per mi
Limited Connector	4-5 trips/day	Weekday only	Peak only	Limited
Express	60 min	Weekday only	Peak only	Limited
Express Select	30-60 min	Weekday only	Peak only	Limited

JTA's routes by Service Type are listed in **Table E-3**.

Table E-3: Routes by Service Type

Service Type	Routes
First Coast Flyer (BRT)	102, 105, 107, 109
Frequent	1
Mainline	3, 4, 8, 11, 12, 14, 19, 50
Connector	10, 13, 16, 17, 18, 21, 22, 23, 24, 25, 27, 28, 30, 31, 32, 51, 53
Limited Connector	80, 81, 82
Express	202
Express Select	800, 801, 811

[1] Source: https://www.jtafla.com/media-center/service-alerts/june-10th-service-enhancements/

E.2.4. Data Sources

Table E-4 summarizes the data sources used to assess the JTA fixed route services.

Table E-4: Data Sources

Data Type	Time Frame	Measures
General Transit Feed Specification (GTFS)	January 2024 - June 2024	Frequency, Span
Automated Passenger Counters (APC) and Automatic Vehicle Location (AVL)	January 2024 - April 2024	Annual Ridership, Average Daily Riders, Passengers per Hour, Passengers per Mile, Passengers per Trip, Average Load, Boarding by Trip Ridership by Stop, Average Load, On Time Performance, Runtime by Segments, Ridership by Segments
JTA Metrics Workbook	Fiscal Year 2024	Passengers per Hour, Passengers per Mile, Farebox Recovery Ratio, Subsidy per Passenger, Cost per Mile
Farebox Ridership Counts	Fiscal Years 2019 - 2024	Ridership Trend
Origin-Destination Survey	2021	Transfers, Demographic Features

E.3. Performance Standards

Table E-5 shows the performance standards for each of JTA's service types for the following metrics: passengers per hour, passengers per mile, average load, farebox recovery, subsidy per passenger, cost per passenger mile. Routes were evaluated using JTA's 2024 performance standards. Higher numbers indicate stronger performance for passengers per hour, passengers per mile, average load, and farebox recovery. Lower numbers indicate stronger performance for the subsidy per passenger and cost per passenger mile metrics. Table E-5 shows performance standards by each Service Type.

Table E-5: Performance Standards by Service Type

Service Type	Passengers per Hour	Passengers per Mile	Average Load	Farebox Recovery	Subsidy per Passenger	Cost per Revenue Mile
First Coast Flyer	25	1.9	8.8	23%	$3.00	N/A*
Frequent Routes	25	1.9	8.8	23%	$3.00	N/A*
Mainline Routes	20	1.5	7.0	19%	$3.75	N/A*
Connector Routes	15	1.1	4.4	14%	$4.50	N/A*
Limited Connector Routes	10	0.4	7.0	14%	$6.50	N/A*
Express Routes	10	0.4	7.0	14%	$6.50	N/A*
Evaluation Method	**Higher is Better**	**Higher is Better**	**Higher is Better**	**Higher is Better**	**Lower is Better**	**Lower is Better**

*Performance standards are not set for this metric.

E.4. Route Characteristics and Performance Measures

E.4.1. Route Characteristics

Table E-6 lists JTA's routes by type and includes their key destinations. Note that some routes have branches or different patterns, resulting in more than two route endpoints.

Table E-6: Route Characteristics

Service Type	Route	Route Name	Route Endpoints
First Coast Flyer	102	Green Line	Downtown, Armsdale Park & Ride
	105	Orange Line	Downtown, Orange Park Mall
	107	Blue Line	Downtown, Avenues Walk
	109	Red Line	Downtown, Jacksonville Beach
Frequent Routes	1	North Main	Downtown, A - Airport, B - FSCJ North
Mainline Routes	3	Moncrief	Downtown, A - Dundas Dr., B - Dunn Ave.
	4	Kings	Downtown, Soutel, Edward Waters College
	8	Beach/Town Center	Downtown, A - UNF/Town Center, B - UNF/FSCJ South
	11	A Philip Randolph	Downtown, Phoenix Ave.
	12	Myrtle/Lem Turner	Downtown, Soutel
	14	Edison	Downtown, Normandy Wal-Mart
	19	Arlington	Downtown, Regency Square
	50	University	A - St. Augustine Rd./University Club Estates, B - Baymeadows Rd./Town and Country
Connector Routes	10	Atlantic	Downtown, A - Atlantic Village, B - South Beach
	13	Commonwealth/Lane	Downtown, 103rd Wal-Mart,
	16	Riverside/Wilson	Downtown, 103rd St.
	17	St. Augustine	Downtown, Marbon Park & Ride
	18	Atlantic/Monument	Downtown, McCormick Rd.
	21	Boulevard/Gateway	Downtown, Gateway
	22	Avenue B	Downtown, Sherwood
	23	Townsend/Southside	Arlington/Merrill Rd., Southside/Avenue Mall
	24	Mayport	Atlantic Village, Mayport Village
	25	San Jose	Downtown, Southpoint
	27	Philips/Avenues	Downtown, Avenues Mall
	28	Sunbeam/Southside	Mandarin, St. Johns Town Center
	30	Cecil	Cecil Field, Ricker Rd.
	31	Talleyrand	Downtown, Talleyrand
	32	McDuff	Downtown, Paxon School
	51	Edgewood	FSCJ Kent, Gateway Mall
	53	Commonwealth/Cassat	Downtown, 103rd Street

Service Type	Route	Route Name	Route Endpoints
Limited Connector Routes	80	NAS Shuttle	FSCJ Kent, NAS Jacksonville
	81	Dinsmore Shuttle	Dunn Ave., Old Kings Rd.
	82	Amazon Shuttle	Amazon, Armsdale
Express Routes	202	Mayport Express	Downtown, Mayport Naval Station, Regency Square
Ferry	500	St. John's River Ferry	Fort George, Mayport
Skyway	605	Skyway	Lavilla, A – Rosa Parks, B – Kings Ave.
Express Select	800	Nassau Express Select	JRTC, Armsdale Park & Ride, Yulee Park & Ride
	801	St. John's Express Select	JRTC, St. Johns Administration
	811	Clay Express Select	JRTC, Black Creek Station
Clay Community Transportation Flex	900	Clay Flex Red Line	Orange Park Mall, Middleburg Bluff Apartments
	902	Clay Flex Blue Line	Orange Park Mall, Pier Station
	903	Clay Flex Magenta Line	KeyStone Heights Senior Center, Gainesville Transit Hub
	904	Clay Flex Green Line	KeyStone Heights Senior Center, Middleburg VA Clinic

E.4.2. Route Operating Statistics

Bus route operating statistics give a sense of the kind of service a route provides in the JTA transit system. Operating statistics include span of service and frequency by period.

- **Span of Service**: The range of time between when a bus begins its first trip and concludes its final trip, excluding midday service gaps.
- **Frequency by Time Period**: This measures how often buses arrive at stops for people to board and alight, inclusive of route branches and trunks where applicable.

Weekday service periods include peak and off-peak periods. Weekday peak periods refer to commuting hours in the morning (6:00 a.m. to 9:00 a.m.) and afternoon (3:00 p.m. to 6:00 p.m.). The off-peak period spans the midday and evening periods: 10:00 a.m. to 3:00 p.m., and 6:00 p.m. to 10:00 p.m. Weekend services include Saturday core and Sunday core service, where routes typically operate on standard headways throughout the day. **Table E-7** visualizes the service spans for each of JTA's services using operating data from January 22 to June 2, 2024.

Table E-8 displays the frequency in minutes for each of JTA's routes for the weekday peak, weekday off-peak, Saturday core, and Sunday core periods. Routes with two numbers in a period indicate that frequencies that vary in the midday and evening periods. Some routes operate infrequently and only serve riders on one or two trips.

Table E-7: Span of Service by Route

Service Type	Route	Route Name	Route Endpoints	Weekday Span	Saturday Span	Sunday Span
First Coast Flyer	102	Green Line	Downtown, Armsdale Park & Ride	4:41 a.m. - 12:40 a.m.	3:55 a.m. - 12:35 a.m.	4:50 a.m. - 11:47 p.m.
	105	Orange Line	Downtown, Orange Park Mall	4:55 a.m. - 12:41 a.m.	4:10 a.m. - 12:51 a.m.	5:00 a.m. - 11:46 p.m.
	107	Blue Line	Downtown, Avenues Walk	4:30 a.m. - 12:19 a.m.	4:06 a.m. - 12:46 a.m.	5:06 a.m. - 12:46 a.m.
	109	Red Line	Downtown, Jacksonville Beach	4:24 a.m. - 1:01 a.m.	5:35 a.m. - 12:38 a.m.	5:35 a.m. - 11:38 p.m.
Frequent Routes	1	North Main	Downtown, A - Airport, B - FSCJ North	4:45 a.m. - 1:10 a.m.	4:53 a.m. - 12:26 a.m.	4:53 a.m. - 10:04 p.m.
Mainline Routes	3	Moncrief	Downtown, A - Dundas Dr., B - Dunn Ave.	4:30 a.m. - 12:32 a.m.	4:45 a.m. - 11:31 p.m.	4:45 a.m. - 11:31 p.m.
	4	Kings	Downtown, Soutel, Edward Waters College	4:32 a.m. - 11:49 p.m.	5:50 a.m. - 11:46 p.m.	5:50 a.m. - 10:46 p.m.
	8	Beach/Town Center	Downtown, A - UNF/Town Center, B - UNF/FSCJ South	5:00 a.m. - 11:26 p.m.	5:00 a.m. - 11:54 p.m.	5:00 a.m. - 11:54 p.m.
	11	A Philip Randolph	Downtown, Phoenix Ave.	4:55 a.m. - 12:13 a.m.	6:15 a.m. - 10:11 p.m.	6:15 a.m. - 10:11 p.m.
	12	Myrtle/Lem Turner	Downtown, Soutel	4:50 a.m. - 12:02 a.m.	5:45 a.m. - 10:07 p.m.	5:45 a.m. - 10:07 p.m.
	14	Edison	Downtown, Normandy Wal-Mart	Normandy	4:35 a.m. - 12:26 a.m.	5:30 a.m. - 10:45 p.m.
	19	Arlington	Downtown, Regency Square	4:40 a.m. - 12:48 a.m.	5:00 a.m. - 11:07 p.m.	5:00 a.m. - 11:07 p.m.
	50	University	A - St. Augustine Rd./University Club Estates, B - Baymeadows Rd./Town and Country	5:05 a.m. - 12:25 a.m.	5:38 a.m. - 9:53 p.m.	5:38 a.m. - 9:53 p.m.
Connector Routes	10	Atlantic	Downtown, A - Atlantic Village, B - South Beach	3:53 a.m. - 1:45 a.m.	5:00 a.m. - 10:19 p.m.	5:00 a.m. - 10:19 p.m.
	13	Commonwealth/Lane	Downtown, 103rd Wal-Mart,	4:33 a.m. - 12:33 a.m.	5:36 a.m. - 11:25 p.m.	5:36 a.m. - 11:25 p.m.
	16	Riverside/Wilson	Downtown, 103rd St.	4:35 a.m. - 11:21 p.m.	5:45 a.m. - 11:27 p.m.	5:45 a.m. - 9:32 p.m.
	17	St. Augustine	Downtown, Marbon Park & Ride	4:51 a.m. - 12:32 a.m.	4:38 a.m. - 9:46 p.m.	4:44 a.m. - 9:52 p.m.

Service Type	Route	Route Name	Route Endpoints	Weekday Span	Saturday Span	Sunday Span
	18	Atlantic/Monument	Downtown, McCormick Rd.	5:00 a.m. - 12:18 a.m.	4:55 a.m. - 12:04 a.m.	4:43 a.m. - 11:52 p.m.
	21	Boulevard/Gateway	Downtown, Gateway	5:04 a.m. - 10:27 p.m.	5:33 a.m. - 9:25 p.m.	6:15 a.m. - 9:30 p.m.
	22	Avenue B	Downtown, Sherwood	4:40 a.m. - 11:16 p.m.	6:00 a.m. - 9:32 p.m.	6:00 a.m. - 9:32 p.m.
	23	Townsend/Southside	Arlington/Merrill Rd., Southside/Avenue Mall	5:20 a.m. - 11:49 p.m.	5:55 a.m. - 9:49 p.m.	5:55 a.m. - 9:48 p.m.
	24	Mayport	Atlantic Village, Mayport Village	7:06 a.m. - 8:34 p.m.	7:10 a.m. - 6:01 p.m.	7:10 a.m. - 6:01 p.m.
	25	San Jose	Downtown, Southpoint	4:10 a.m. - 11:16 p.m.	4:32 a.m. - 7:57 p.m.	5:00 a.m. - 8:17 p.m.
	27	Philips/Avenues	Downtown, Avenues Mall	6:22 a.m. - 11:16 p.m.	7:00 a.m. - 7:49 p.m.	7:00 a.m. - 7:49 p.m.
	28	Sunbeam/Southside	Mandarin, St. Johns Town Center	5:55 a.m. - 8:41 p.m.	6:30 a.m. - 8:18 p.m.	Does Not Operate
	30	Cecil	Cecil Field, Ricker Rd.	4:50 a.m. - 8:26 p.m.	5:15 a.m. - 8:09 p.m.	5:51 a.m. - 7:43 p.m.
	31	Talleyrand	Downtown, Talleyrand	5:35 a.m. - 11:59 p.m.	4:45 a.m. - 11:43 p.m.	4:45 a.m. - 11:48 p.m.
	32	McDuff	Downtown, Paxon School	4:57 a.m. - 11:53 p.m.	5:17 a.m. - 11:51 p.m.	Does Not Operate
	51	Edgewood	FSCJ Kent, Gateway Mall	5:00 a.m. - 11:44 p.m.	5:12 a.m. - 10:55 p.m.	5:12 a.m. - 9:55 p.m.
	53	Commonwealth/Cassat	Downtown, 103rd Street	4:14 a.m. - 12:55 a.m.	5:15 a.m. - 11:13 p.m.	5:15 a.m. - 10:13 p.m.
Limited Connector Routes	80	NAS Shuttle	FSCJ Kent, NAS Jacksonville	5:15 a.m. - 7:01 a.m.; 3:15 p.m. - 5:07 p.m.	Does Not Operate	Does Not Operate
	81	Dinsmore Shuttle	Dunn Ave., Old Kings Rd.	5:40 a.m. - 8:32 a.m.; 1:15 p.m. - 7:21 p.m.	5:40 a.m. - 8:45 a.m.; 1:15 p.m. - 6:47 p.m.	5:40 a.m. - 5:55 a.m.; 6:30 p.m. - 6:47 p.m.
	82	Amazon Shuttle	Amazon, Armsdale	4:15 a.m. - 8:40 a.m.; 5:30 p.m. - 7:40 p.m.	6:14 a.m. - 8:12 a.m.; 5:30 p.m. - 7:49 p.m.	6:14 a.m. - 8:12 a.m.; 5:30 p.m. - 7:24 p.m.
Express Routes	202	Mayport Express	Downtown, Mayport Naval Station, Regency Square	4:20 a.m. - 8:33 a.m.; 2:15 p.m. - 6:23 p.m.	Does Not Operate	Does Not Operate
Ferry	500	St. John's River Ferry	Fort George, Mayport	6:00 a.m. - 8:55 p.m.	6:00 a.m. - 8:55 p.m.	6:00 a.m. - 8:55 p.m.
Skyway	605	Skyway	Lavilla, A – Rosa Parks, B – Kings Ave.	6:00 a.m. - 9:23 p.m.	Does Not Operate	Does Not Operate
Express Select	800	Nassau Express Select	JRTC, Armsdale Park & Ride, Yulee Park & Ride	6:10 a.m. - 7:50 a.m.; 4:45 p.m. - 7:30 p.m.	Does Not Operate	Does Not Operate

Service Type	Route	Route Name	Route Endpoints	Weekday Span	Saturday Span	Sunday Span
	801	St. John's Express Select	JRTC, St. Johns Administration	6:20 a.m. - 8:00 a.m.; 4:25 p.m. - 7:50 p.m.	Does Not Operate	Does Not Operate
	811	Clay Express Select	JRTC, Black Creek Station	5:20 a.m. - 7:51 a.m.; 4:45 p.m. - 7:28 p.m.	Does Not Operate	Does Not Operate
Clay Community Transportation Flex	900	Clay Flex Red Line	Orange Park Mall, Middleburg Bluff Apartments	5:50 a.m. - 7:05 p.m.	Does Not Operate	Does Not Operate
	902	Clay Flex Blue Line	Orange Park Mall, Pier Station	5:45 a.m. - 7:15 p.m.	Does Not Operate	Does Not Operate
	903	Clay Flex Magenta Line	KeyStone Heights Senior Center, Gainesville Transit Hub	8:00 a.m. - 10:00 a.m.; 3:00 p.m. - 5:00 p.m.	Does Not Operate	Does Not Operate
	904	Clay Flex Green Line	KeyStone Heights Senior Center, Middleburg VA Clinic	7:30 a.m. - 4:30 p.m.	Does Not Operate	Does Not Operate

Table E-8: Frequency by Time Period

Service Type	Route	Route Name	Destinations	Weekday Peak	Weekday Off-Peak	Saturday Core	Sunday Core
First Coast Flyer	102	Green Line	Downtown, Armsdale Park & Ride	30	30	60	60
	105	Orange Line	Downtown, Orange Park Mall	30	30	60	60
	107	Blue Line	Downtown, Avenues Walk	30	30	60	60
	109	Red Line	Downtown, Jacksonville Beach	30	30	60	60
Frequent Routes	1	North Main	Downtown, A - Airport, B - FSCJ North	15	15/20	30	30
Mainline Routes	3	Moncrief	Downtown, A - Dundas Dr., B - Dunn Ave.	30	30	60	60
	4	Kings	Downtown, Soutel, Edward Waters College	30	30	60	60
	8	Beach/Town Center	Downtown, A - UNF/Town Center, B - UNF/FSCJ South	20	20/30	30	30
	11	A Philip Randolph	Downtown, Phoenix Ave.	30	30/40	60	60
	12	Myrtle/Lem Turner	Downtown, Soutel	30	30/60	60	60
	14	Edison	Downtown, Normandy Wal-Mart	30	30/40	50	50
	19	Arlington	Downtown, Regency Square	30	30/40	60	60
	50	University	A - St. Augustine Rd./University Club Estates, B - Baymeadows Rd./Town and Country	26	30	30	30
Connector Routes	10	Atlantic	Downtown, A - Atlantic Village, B - South Beach	30	30/60	30	30
	13	Commonwealth/Lane	Downtown, 103rd Wal-Mart,	30/45	60	60	60
	16	Riverside/Wilson	Downtown, 103rd St.	60	60	60	60
	17	St. Augustine	Downtown, Marbon Park & Ride	60	60	60	60
	18	Atlantic/Monument	Downtown, McCormick Rd.	60	60	60	60
	21	Boulevard/Gateway	Downtown, Gateway	60	60	60	60
	22	Avenue B	Downtown, Sherwood	60	60	60	60
	23	Townsend/Southside	Arlington/Merrill Rd., Southside/Avenue Mall	60	60	60	60
	24	Mayport	Atlantic Village, Mayport Village	60	45/60	60	60
	25	San Jose	Downtown, Southpoint	60	60	60	60
	27	Philips/Avenues	Downtown, Avenues Mall	60	60	60	60

Service Type	Route	Route Name	Destinations	Weekday Peak	Weekday Off-Peak	Saturday Core	Sunday Core
	28	Sunbeam/Southside	Mandarin, St. Johns Town Center	60	60	60	Does Not Operate
	30	Cecil	Cecil Field, Ricker Rd.	60	60	60	60
	31	Talleyrand	Downtown, Talleyrand	70	70	60	60
	32	McDuff	Downtown, Paxon School	60	60	60	Does Not Operate
	51	Edgewood	FSCJ Kent, Gateway Mall	60	60	60	60
	53	Commonwealth/Cassat	Downtown, 103rd Street	60	60	60	60
Limited Connector Routes	80	NAS Shuttle	FSCJ Kent, NAS Jacksonville	1 trip/2 trips	Does Not Operate	Does Not Operate	Does Not Operate
	81	Dinsmore Shuttle	Dunn Ave., Old Kings Rd.	2 trips	45/60	60	Does Not Operate
	82	Amazon Shuttle	Amazon, Armsdale	10	10	1 trip	1 trip
Express Routes	202	Mayport Express	Downtown, Mayport Naval Station, Regency Square	60	1 trip	Does Not Operate	Does Not Operate
Ferry	500	St. John's River Ferry	Fort George, Mayport	30	30	30	30
Express Select	800	Nassau Express Select	JRTC, Armsdale Park & Ride, Yulee Park & Ride	30	60	60	Does Not Operate
	801	St. John's Express Select	JRTC, St. Johns Administration	2 trips	1 trip	Does Not Operate	Does Not Operate
	811	Clay Express Select	JRTC, Black Creek Station	2 trips	2 trips	Does Not Operate	Does Not Operate
Clay Community Transportation Flex	900	Clay Flex Red Line	Orange Park Mall, Middleburg Bluff Apartments	2 trips	1 trip	Does Not Operate	Does Not Operate
	902	Clay Flex Blue Line	Orange Park Mall, Pier Station	2 trips	85/1 trip	Does Not Operate	Does Not Operate
	903	Clay Flex Magenta Line	KeyStone Heights Senior Center, Gainesville Transit Hub	1 trip	1 trip	Does Not Operate	Does Not Operate
	904	Clay Flex Green Line	KeyStone Heights Senior Center, Middleburg VA Clinic	1 trip	1 trip	Does Not Operate	Does Not Operate

E.4.3. Service Productivity

Service productivity of a route is primarily determined by the relationship between ridership and the length of time and distance the route operates: more riders per unit of time or distance traveled indicates higher productivity. While some routes provide essential connections despite lower productivity numbers, The service productivity statistics for these JTA routes are shown for weekdays (**Table E-9**), Saturdays (**Table E-10**), and Sundays (**Table E-11**) for the following measures:[2] [3]

- **Annual Ridership:** Total boardings or unlinked passenger trips.
- **Average Daily Riders:** Average ridership per day.
- **Passengers per Revenue Hour:** Average ridership per revenue service hour. Route-level statistics were visualized and compared to JTA standards and averages in **Figure E-1**, **Figure E-2**, and **Figure E-3**.
- **Passengers per Revenue Mile:** Ridership generated per revenue service mile supplied. Route-level statistics were visualized and compared to JTA standards and averages in **Figure E-4**, **Figure E-5**, and **Figure E-6**.
- **Passengers per Trip:** Ridership generated per one-way trip operated. Route-level statistics were visualized and compared to averages in **Figure E-7**, **Figure E-8**, and **Figure E-9**. There are no JTA standards for this measure.
- **Average Load:** Average number of passenger miles traveled per revenue service mile. Route-level statistics were visualized and compared to JTA standards and averages in **Figure E-10**, **Figure E-11**, and **Figure E-12**.

Overall, routes consistently performed below the passengers per revenue hour standard for all days, with only one of the 34 evaluated routes performing above the standard on weekdays. Similarly for passengers per revenue mile, routes consistently performed below the standard for all days, with only one of the 34 evaluated routes having performed above the standard on weekdays. For average load, 23 routes performed above the standard on weekdays, 21 performed above the standard on Saturdays, and 18 routes performed above the standard on Sundays.

[2] The Express Select and Clay Flex routes are shown in the Service Productivity (Weekday) table, but only monthly average data is available for these Service Types. They are not shown in the Saturday or Sunday tables.
[3] Express routes do not run on Saturdays or Sundays and are therefore excluded from those tables.

Table E-9: Service Productivity (Weekday)

Service Type	Route	Annual Ridership (Weekday)	Average Daily Riders	Pass. per Hour	Pass. per Mile	Pass. Per Trip	Average Load
First Coast Flyer (BRT)	102	209,747	804	11.0	0.70	14.0	8.0
	105	184,015	705	8.7	0.52	12.0	8.0
	107	178,169	683	7.8	0.43	12.0	9.0
	109	234,552	899	6.7	0.39	18.0	10.0
Frequent	1	524,922	2,011	11.1	0.69	19.0	11.0
Mainline	3	409,238	1,568	12.3	0.85	28.0	14.0
	4	188,770	723	9.0	0.70	14.0	10.0
	8	313,928	1,203	8.2	0.57	18.0	11.0
	11	121,093	464	11.3	0.95	9.0	6.0
	12	189,569	726	11.7	0.93	14.0	8.0
	14	256,723	984	14.5	1.04	18.0	11.0
	19	322,288	1,235	10.2	0.72	24.0	13.0
	50	178,575	684	7.7	0.62	13.0	7.0
Connector	10	273,162	1,047	9.3	0.54	19.0	11.0
	13	213,455	818	12.8	0.85	22.0	13.0
	16	130,144	499	10.4	0.74	18.0	12.0
	17	109,680	420	10.5	0.54	15.0	10.0
	18	109,124	418	7.7	0.51	14.0	8.0
	21	84,983	326	16.3	1.28	10.0	6.0
	22	98,516	377	9.7	0.69	15.0	10.0
	23	94,740	363	4.6	0.30	18.0	8.0
	24	23,884	92	6.1	0.33	4.0	3.0
	25	41,829	160	4.9	0.33	6.0	3.0
	27	66,182	254	7.2	0.45	10.0	6.0
	28	29,776	114	3.4	0.26	8.0	5.0
	30	55,239	212	7.3	0.41	10.0	7.0
	31	77,277	296	5.9	0.39	13.0	8.0
	32	34,629	133	3.2	0.21	5.0	3.0
	51	98,051	376	10.4	0.63	16.0	9.0
	53	163,570	627	10.3	0.63	18.0	9.0
Limited Connector	80	3,018	12	2.9	0.15	5.0	2.0
	81	16,754	64	16.0	0.51	7.0	6.0
	82	10,998	42	3.5	0.15	1.0	1.0
Express	202	7,950	30	2.5	0.13	6.0	3.0
Express Select	Clay	-	-	0.8	0.01	-	-
	Nassau	-	-	0.8	0.03	-	-
	St. Johns	-	-	0.9	0.02	-	-
Clay Flex	All	-	-	2.0	0.10	14.2	-

Table E-10: Service Productivity (Saturday)

Service Type	Route	Annual Ridership (Saturday)	Average Daily Riders	Pass. per Hour	Pass. per Mile	Pass. Per Trip	Average Load
First Coast Flyer (BRT)	102	20,888	402	11.5	0.64	13.0	9.0
	105	10,783	207	5.2	0.28	7.0	5.0
	107	19,327	372	9.5	0.44	10.0	6.0
	109	32,211	619	10.5	0.54	24.0	13.0
Frequent	1	58,545	1,126	10.1	0.69	22.0	12.0
Mainline	3	41,704	802	13.1	0.84	28.0	14.0
	4	14,349	276	6.4	0.56	14.0	11.0
	8	37,999	731	7.1	0.47	17.0	10.0
	11	10,519	202	11.2	0.92	10.0	7.0
	12	17,609	339	10.6	0.89	13.0	7.0
	14	27,086	521	11.6	0.83	18.0	12.0
	19	34,713	668	12.6	0.81	22.0	12.0
	50	19,144	368	6.0	0.43	11.0	6.0
Connector	10	30,161	580	9.4	0.54	23.0	13.0
	13	24,172	465	10.1	0.68	30.0	17.0
	16	15,958	307	7.5	0.47	14.0	9.0
	17	12,878	248	7.3	0.35	12.0	8.0
	18	14,466	278	6.5	0.40	13.0	8.0
	21	11,538	222	12.3	0.96	10.0	8.0
	22	14,940	287	9.0	0.65	15.0	11.0
	23	12,985	250	3.9	0.24	16.0	7.0
	24	3,116	60	5.0	0.28	5.0	3.0
	25	6,948	134	5.1	0.34	8.0	6.0
	27	5,488	106	4.8	0.24	7.0	4.0
	28	4,468	86	2.5	0.21	6.0	3.0
	30	6,887	132	5.1	0.27	7.0	5.0
	31	18,448	355	7.9	0.53	12.0	7.0
	32	3,125	60	1.6	0.11	3.0	2.0
	51	12,256	236	7.6	0.45	10.0	6.0
	53	17,954	345	7.7	0.42	15.0	9.0
Limited Connector	80	-	-	-	-	-	-
	81	1,182	23	5.7	0.22	3.0	3.0
	82	965	19	2.1	0.09	1.0	1.0

Table E-11: Service Productivity (Sunday)

Service Type	Route	Annual Ridership (Sunday)	Average Daily Riders	Pass. per Hour	Pass. per Mile	Pass. Per Trip	Average Load
First Coast Flyer (BRT)	102	14,104	271	8.2	0.47	11.0	7.0
	105	8,208	158	4.2	0.23	6.0	4.0
	107	13,003	250	6.1	0.31	7.0	5.0
	109	24,297	467	8.5	0.43	16.0	9.0
Frequent	1	40,734	783	8.9	0.55	17.0	9.0
Mainline	3	30,743	591	9.5	0.59	20.0	10.0
	4	11,465	220	5.1	0.45	11.0	7.0
	8	27,734	533	5.2	0.35	13.0	8.0
	11	8,889	171	10.1	0.77	7.0	5.0
	12	14,839	285	10.2	0.73	13.0	8.0
	14	18,076	348	8.5	0.57	12.0	8.0
	19	25,492	490	8.9	0.59	20.0	11.0
	50	14,521	279	4.9	0.33	9.0	5.0
Connector	10	22,598	435	7.1	0.41	18.0	10.0
	13	18,833	362	8.2	0.53	18.0	11.0
	16	10,495	202	5.5	0.35	9.0	6.0
	17	11,036	212	5.4	0.31	10.0	7.0
	18	11,586	223	4.6	0.31	10.0	6.0
	21	8,451	163	9.0	0.71	9.0	6.0
	22	10,079	194	6.5	0.44	9.0	6.0
	23	9,229	177	2.8	0.17	11.0	5.0
	24	2,609	50	4.2	0.23	4.0	2.0
	25	5,489	106	4.1	0.27	4.0	2.0
	27	4,351	84	3.6	0.19	6.0	3.0
	28	-	-	-	-	-	-
	30	4,827	93	4.4	0.22	5.0	3.0
	31	14,361	276	6.1	0.41	13.0	8.0
	32	-	-	-	-	-	-
	51	8,021	154	5.0	0.32	8.0	5.0
	53	13,298	256	5.7	0.31	10.0	5.0
Limited Connector	80	-	-	-	-	-	-
	81	401	8	7.7	0.34	6.0	5.0
	82	970	19	2.3	0.09	1.0	1.0

Figure E-1: Passengers per Revenue Hour (Weekday)

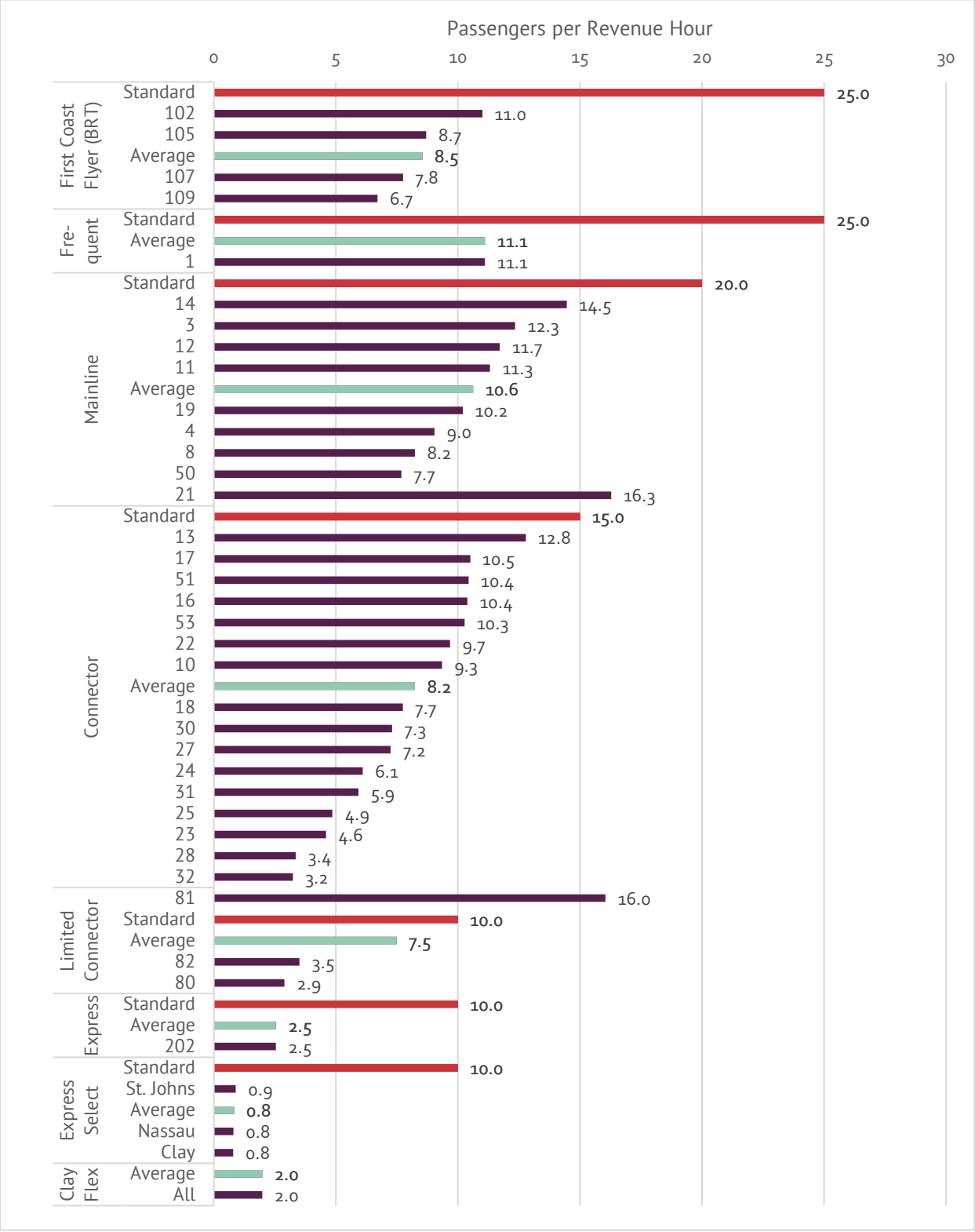


Figure E-2: Passengers per Revenue Hour (Saturday)

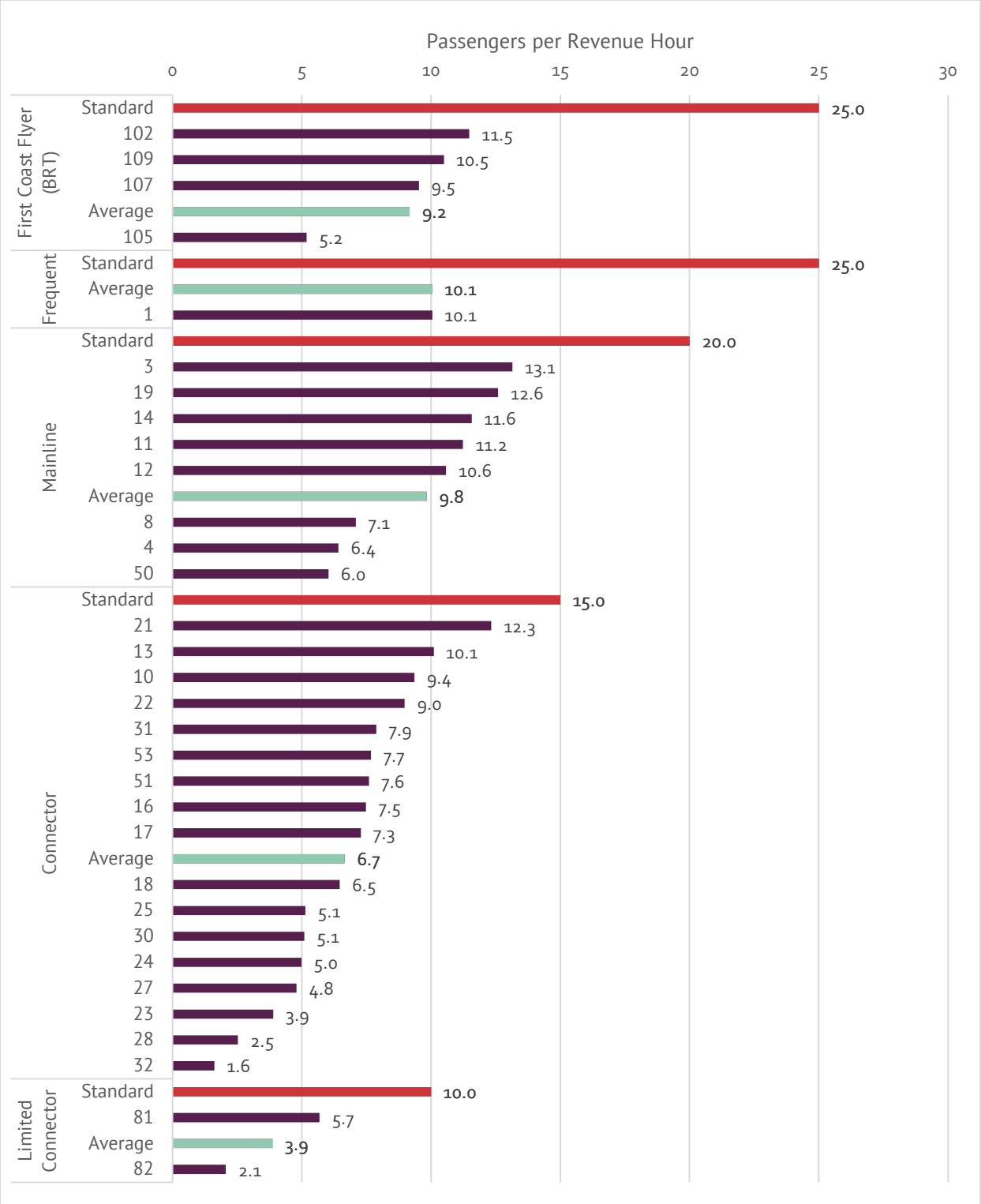


Figure E-3: Passengers per Revenue Hour (Sunday)

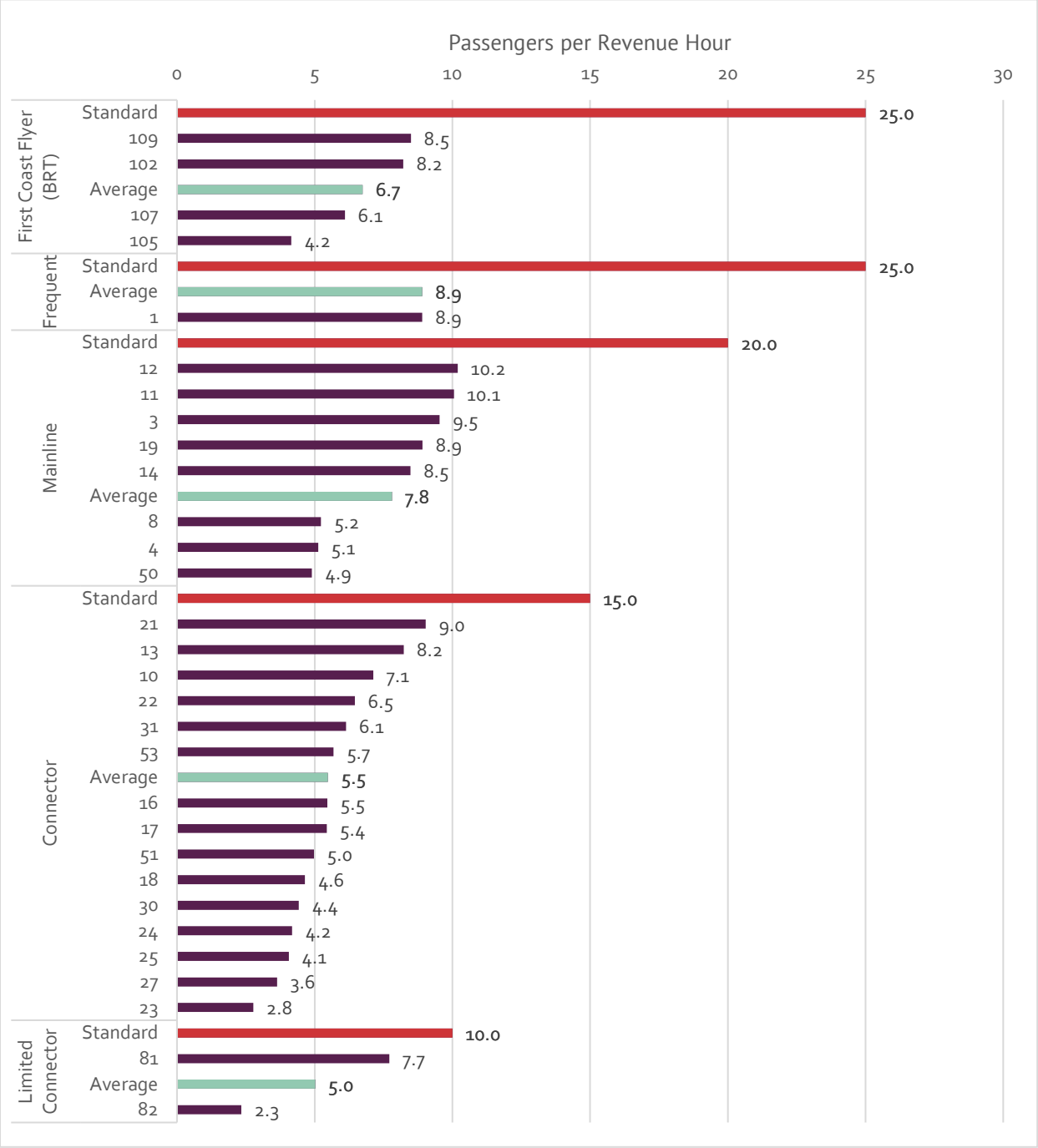


Figure E-4: Passengers per Revenue Mile (Weekday)

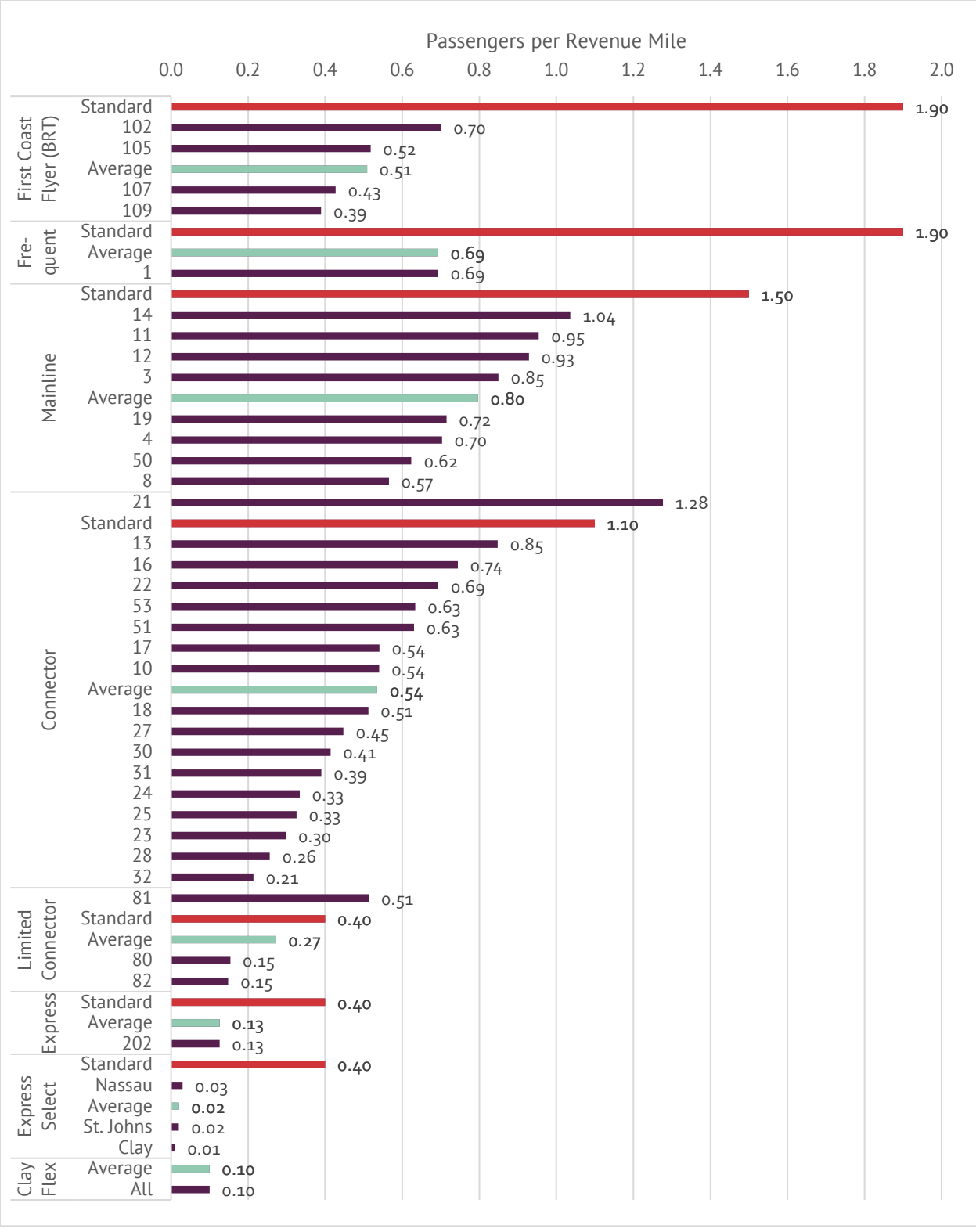


Figure E-5: Passengers per Revenue Mile (Saturday)

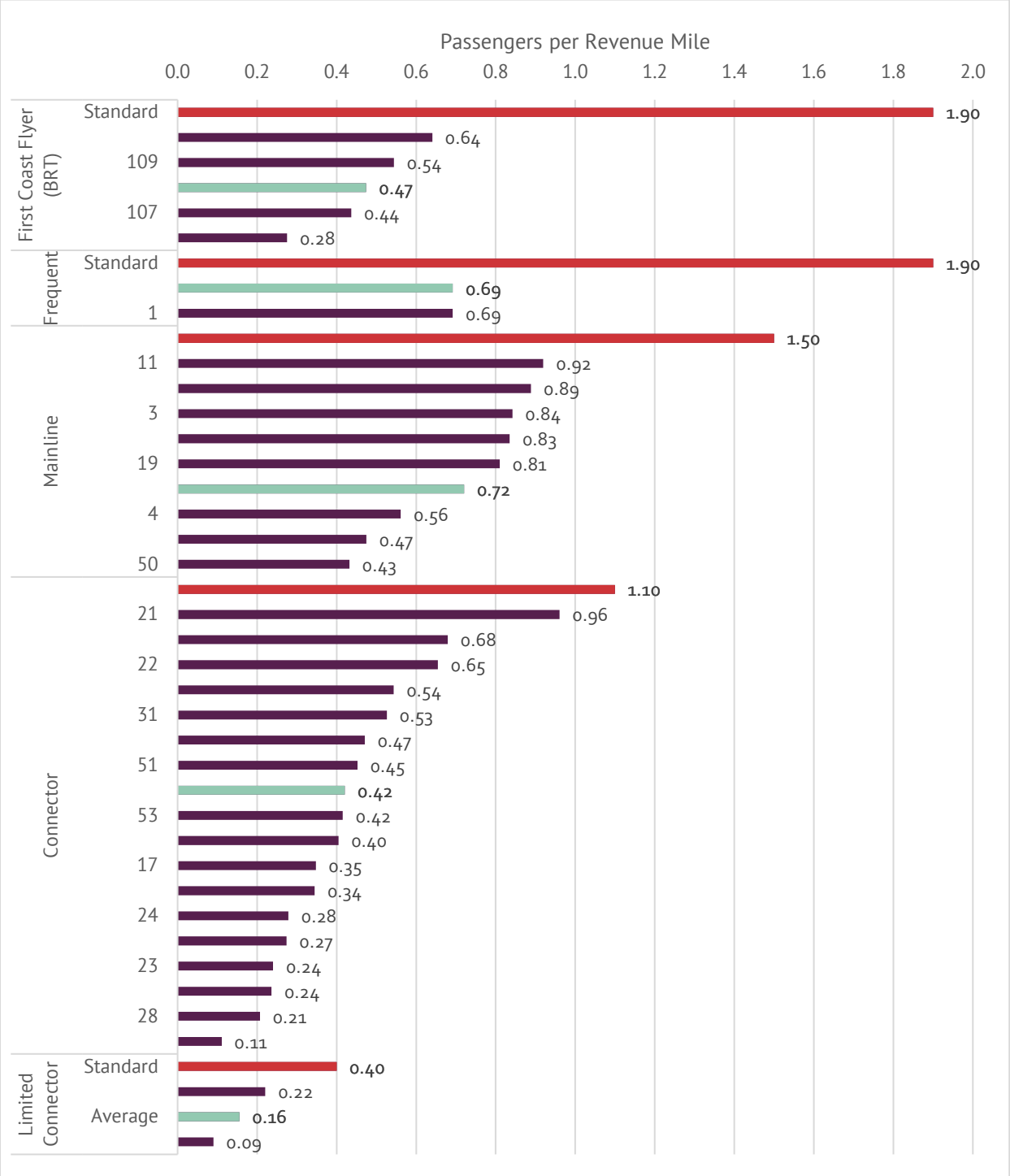


Figure E-6: Passengers per Revenue Mile (Sunday)

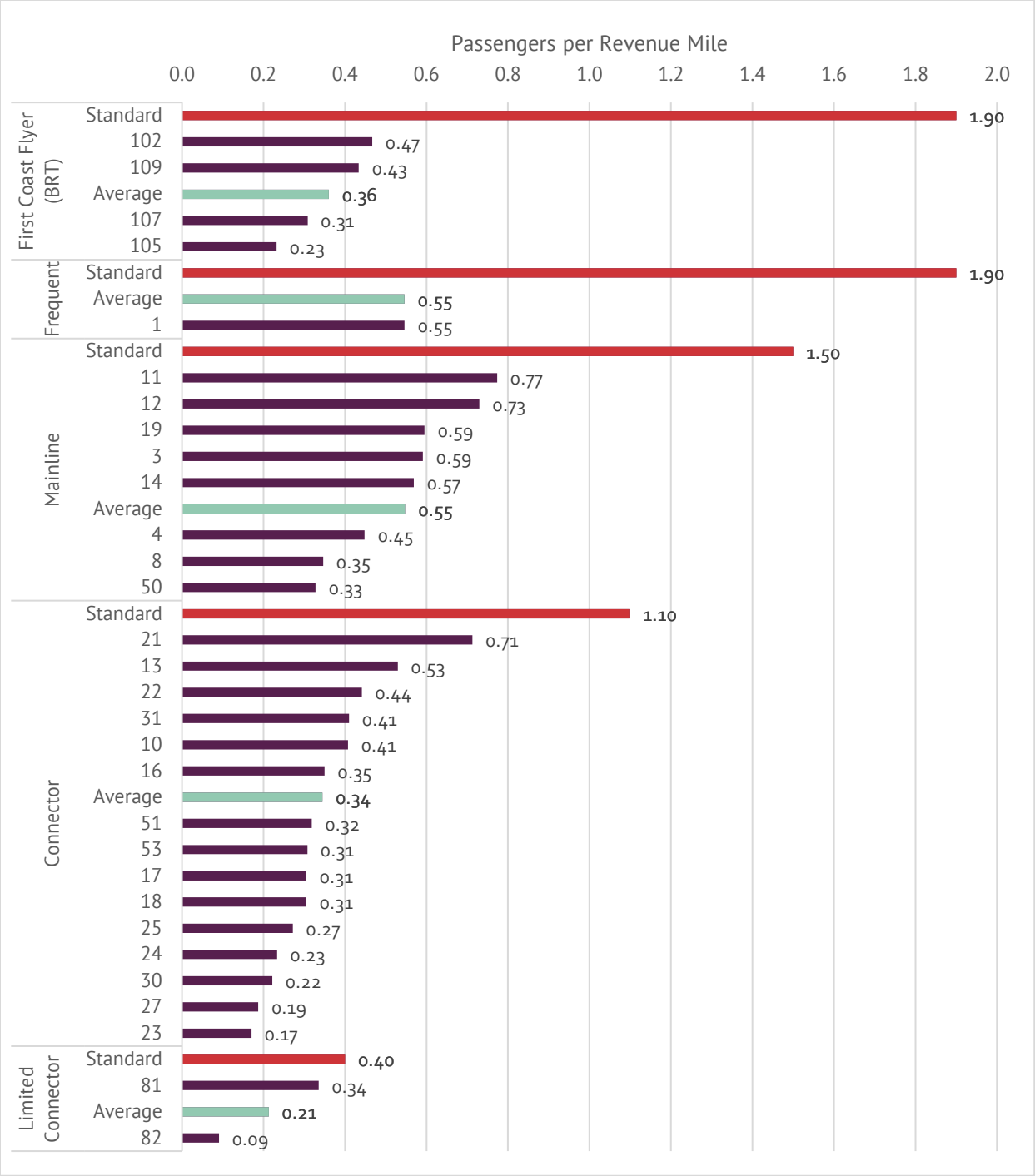


Figure E-7: Passengers per Trip (Weekday)

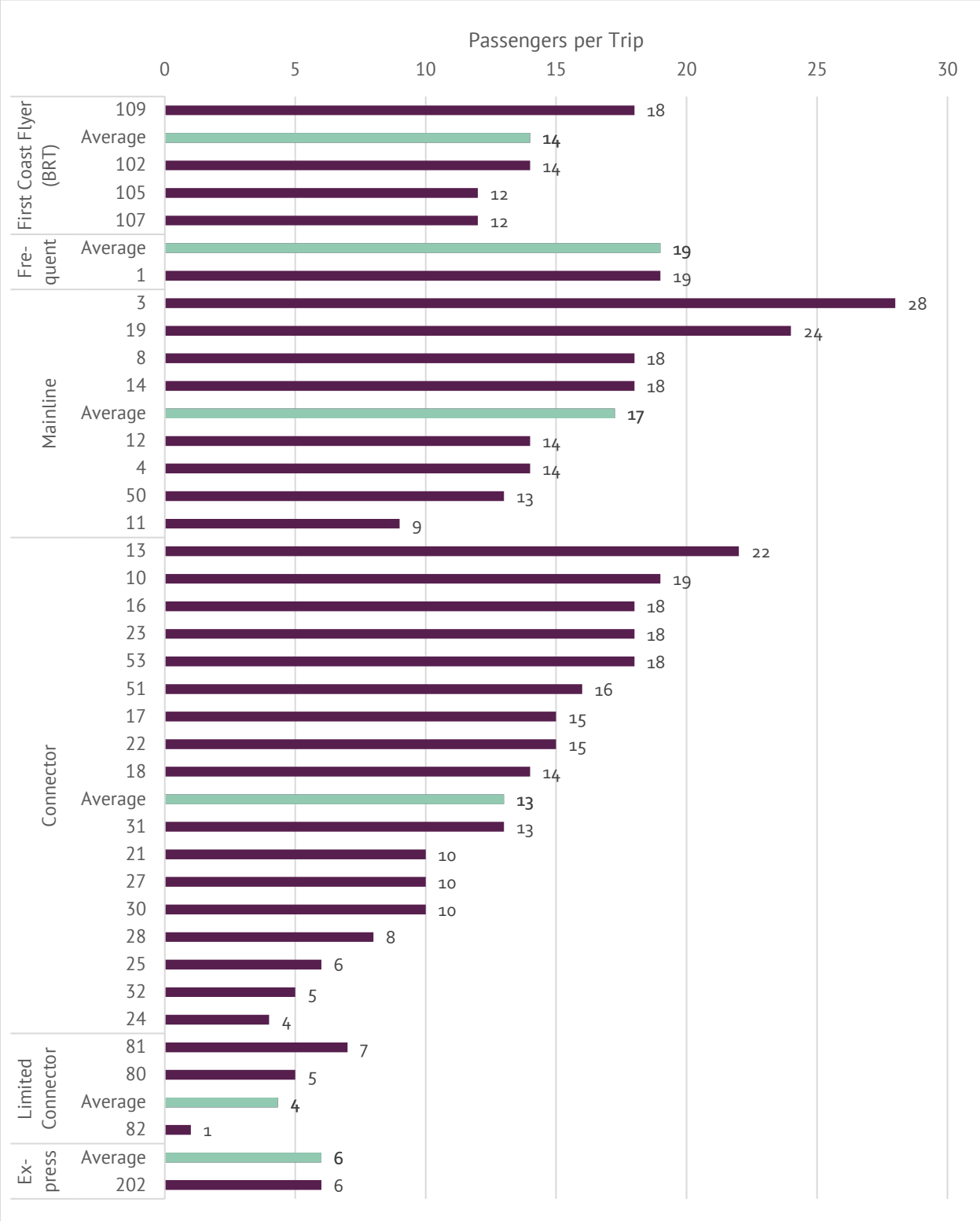


Figure E-8: Passengers per Trip (Saturday)

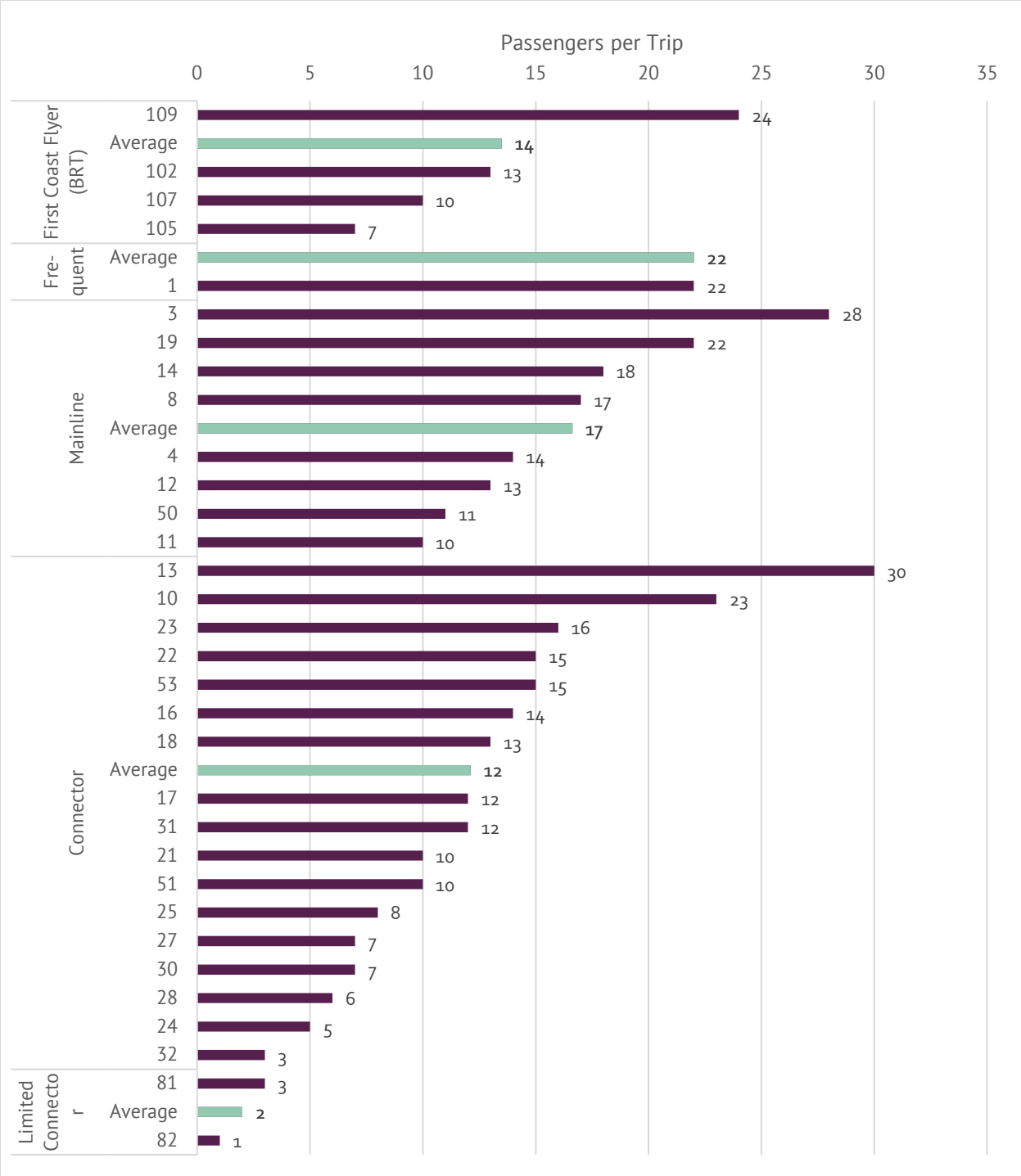


Figure E-9: Passengers per Trip (Sunday)

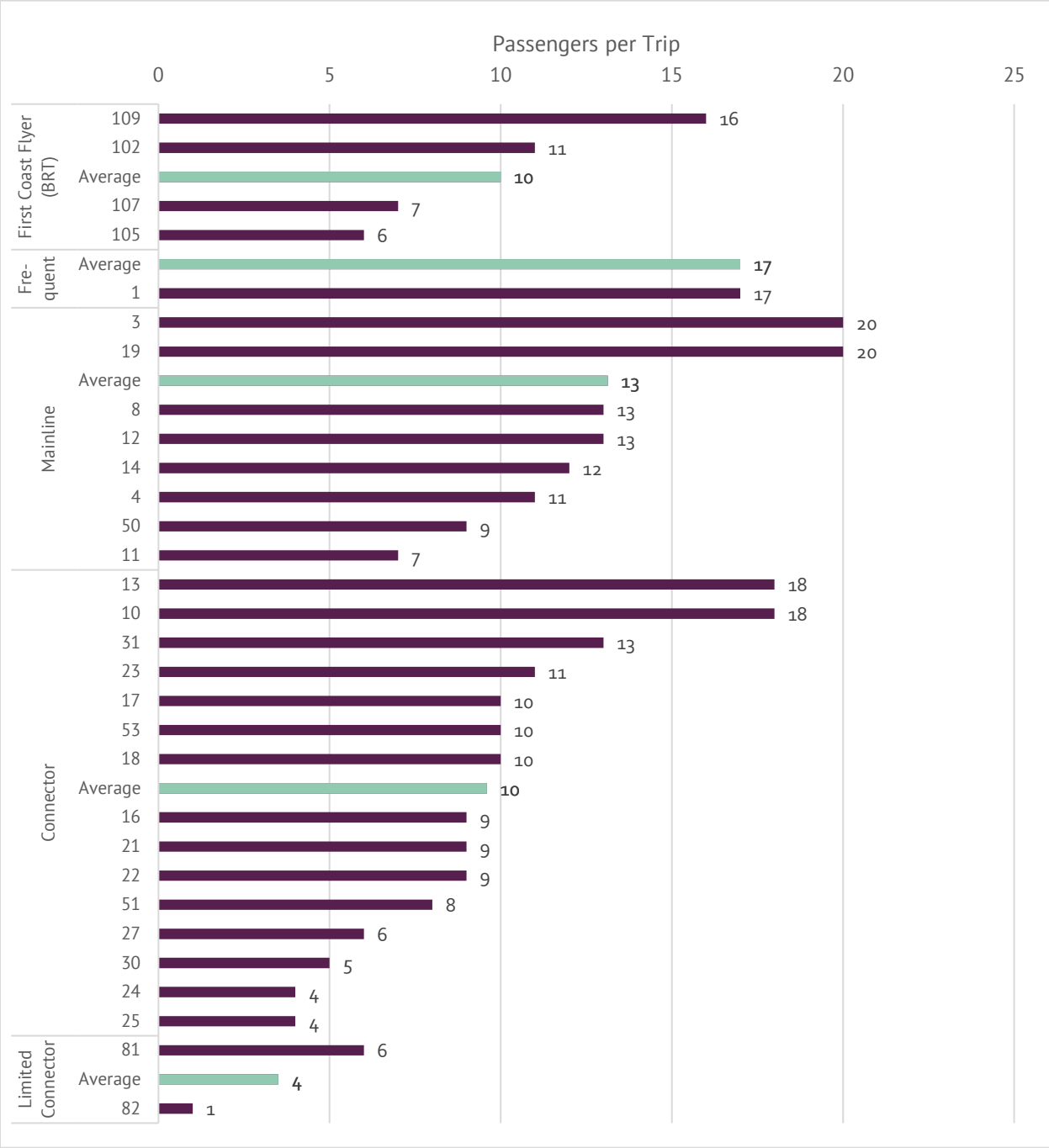


Figure E-10: Average Load (Weekday)

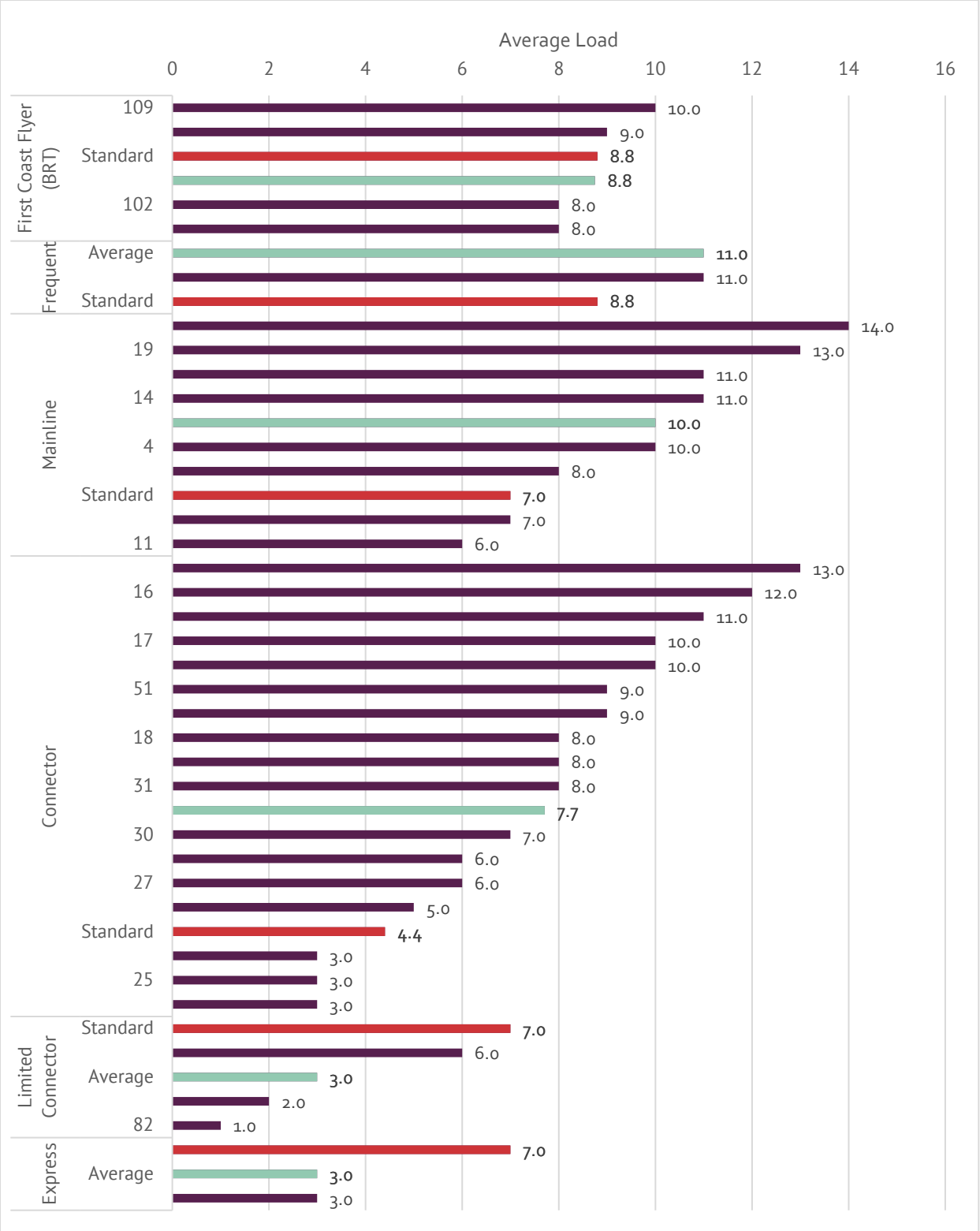


Figure E-11: Average Load (Saturday)

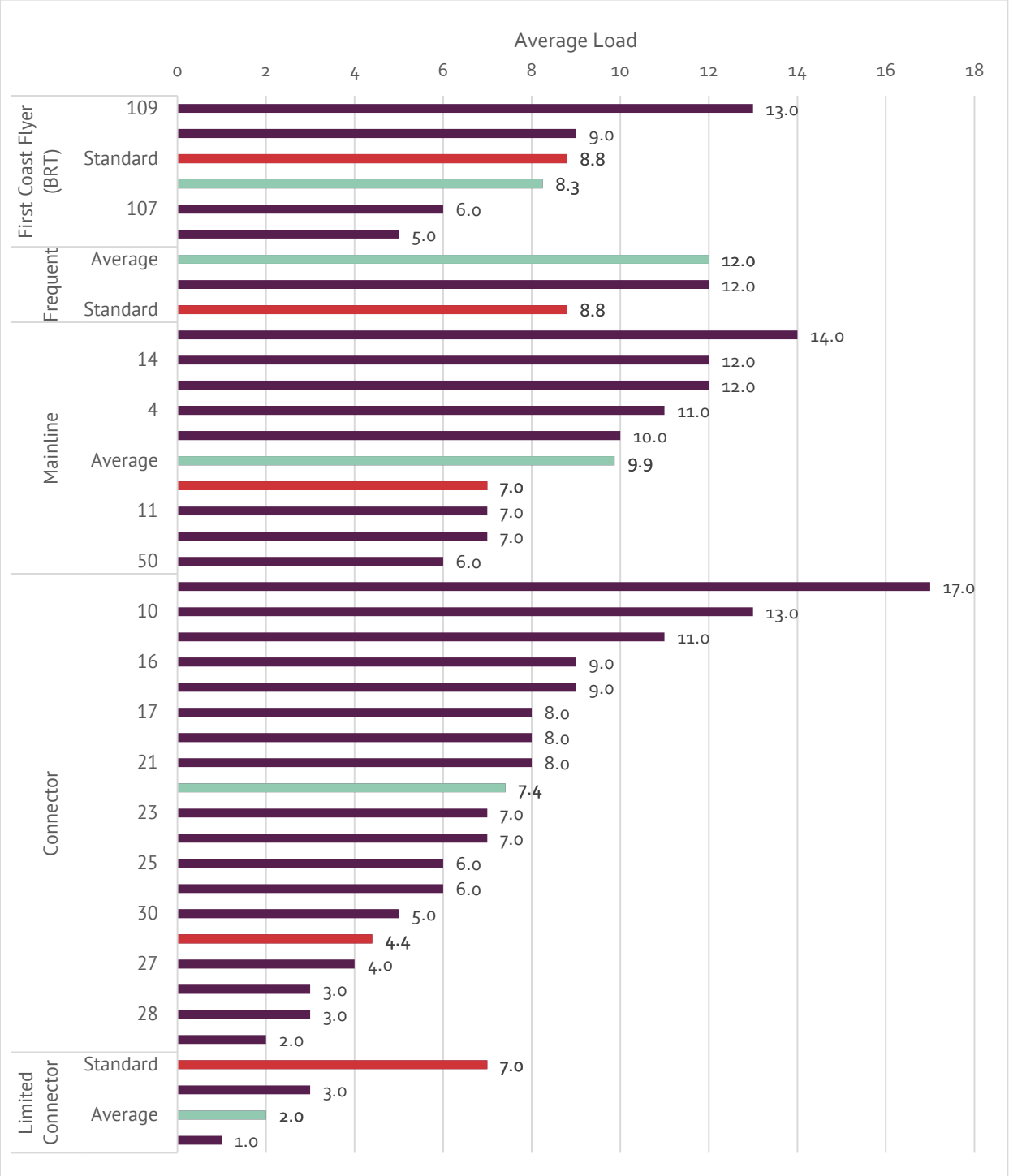
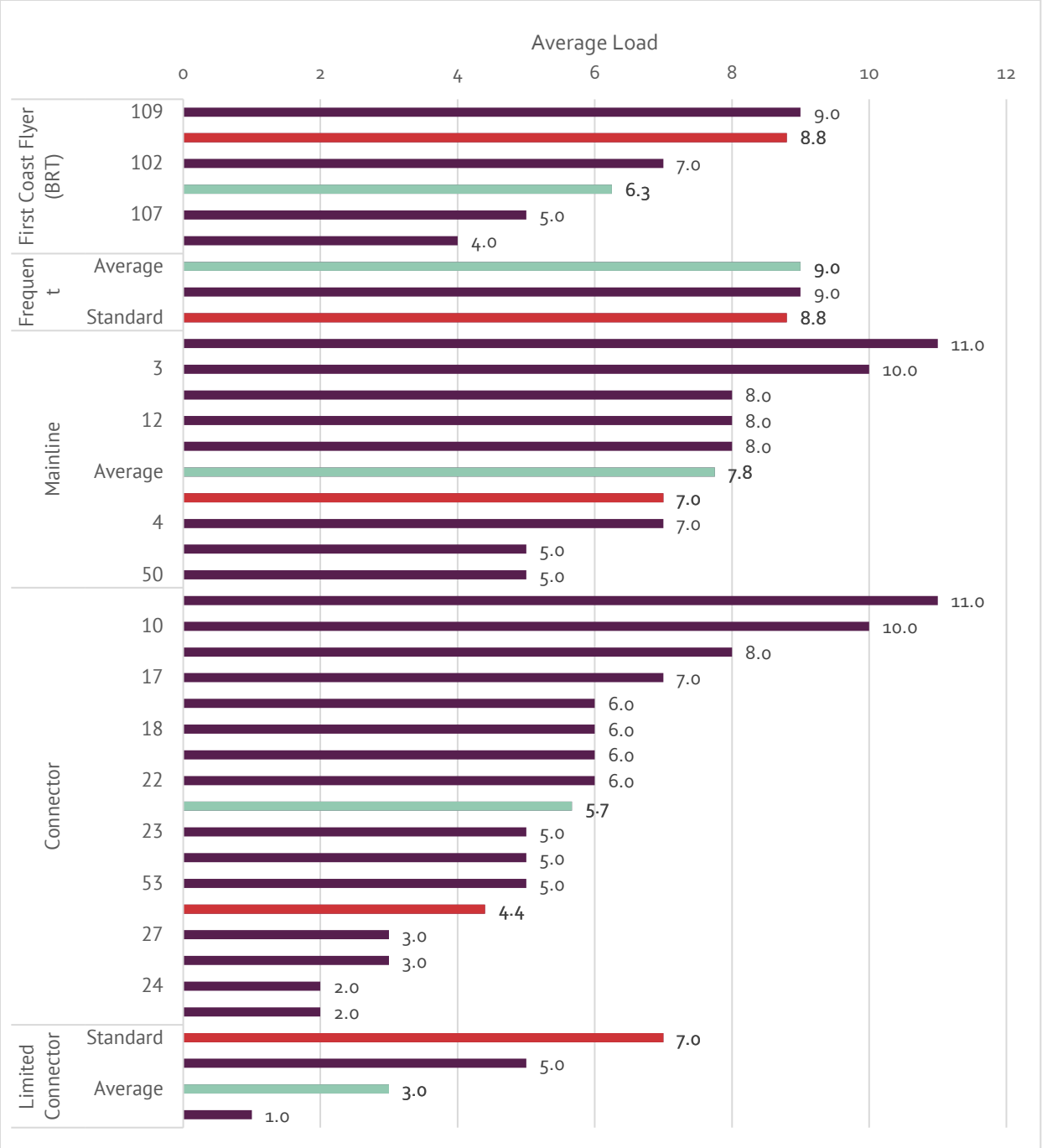


Figure E-12: Average Load (Sunday)



E.4.4. Economic and Financial Performance

This section details the economic and financial performance of each JTA fixed route. Tables in this section are broken out by weekday, Saturday, and Sunday. Tables that describe annual weekday performance are inclusive of all five weekdays.

The economic and financial metrics evaluated in this section include annual operating cost, annual revenue, cost per passenger, subsidy per passenger, cost per revenue mile, and farebox recovery ratio.

- **Annual Operating Cost**: The cost to operate each route over the course of one year. Costs are estimated from operating expenses per hour and vehicle revenue hours.
- **Annual Revenue**: The total of cash fares and passes collected on each route.
- **Cost per Passenger**: The average cost for each unlinked passenger trip.
- **Subsidy per Passenger**: The net of fare revenues and operating expenses. The net figure is then divided by the number of boardings to find the total subsidy.
- **Cost per Revenue Mile**: The average cost of operating one mile of revenue service. This figure is calculated by dividing a route's operating costs by revenue miles.
- **Farebox Recovery Ratio**: Revenues as a percent of operating costs.

Table E-12 visualizes weekday financial and economic performance, while

Table E-13 shows this data for Saturday, and **Table E-14** shows this data for Sunday. Subsidy per passenger ranged had a wide range of values across JTA's Service Types and service day types. The Limited Connector Service Type had the highest average subsidy on weekdays and Saturdays, and the second-highest subsidy on Sundays. JTA's First Coast Flyer, Frequent, and Mainline routes had the lowest subsidies per passenger on all three service day types. **Figure E-13**, **Figure E-14**, and **Figure E-15** show JTA's subsidy per passenger for weekdays, Saturdays, and Sundays, respectively.

The cost per revenue mile on weekdays for First Coast Flyers, Frequent, and Connector routes were similar, around eleven dollars per revenue mile, with Mainline routes a bit more costly at thirteen dollars per revenue mile. The First Coast Flyers had lower costs per revenue mile than the Frequent, Mainline, and Connector routes on the weekends. **Figure E-16**, **Figure E-17**, and **Figure E-18** visualize cost per revenue mile for weekday, Saturday, and Sunday service, respectively.

Farebox recovery ratios were consistent across JTA service types and service day types, typically averaging between farebox recovery ratios of 0.5 to 0.8. **Figure E-19**, **Figure E-20**, and **Figure E-21** show the farebox recovery ratio for weekday, Saturday, and Sunday service, respectively.

Table E-12: Annual Weekday Financial Performance

Service Type	Route	Route Name	Destinations	Annual Weekday Operating Cost	Annual Weekday Revenue	Cost per Passenger
First Coast Flyer	102	Green Line	Downtown, Armsdale Park & Ride	$2,308,937	$137,317	$20.71
	105	Orange Line	Downtown, Orange Park Mall	$2,447,473	$145,556	$24.27
	107	Blue Line	Downtown, Avenues Walk	$3,001,617	$178,512	$28.70
	109	Red Line	Downtown, Jacksonville Beach	$4,617,873	$274,634	$30.24
Frequent Routes	1	North Main	Downtown, A - Airport, B - FSCJ North	$6,095,592	$362,516	$25.82
Mainline Routes	3	Moncrief	Downtown, A - Dundas Dr., B - Dunn Ave.	$4,340,801	$258,156	$21.62
	4	Kings	Downtown, Soutel, Edward Waters College	$2,586,009	$153,795	$28.47
	8	Beach/Town Center	Downtown, A - UNF/Town Center, B - UNF/FSCJ South	$4,941,124	$293,858	$23.52
	11	A Philip Randolph	Downtown, Phoenix Ave.	$1,339,183	$79,644	$24.08
	12	Myrtle/Lem Turner	Downtown, Soutel	$2,031,864	$120,839	$20.96
	14	Edison	Downtown, Normandy Wal-Mart	$2,493,651	$148,302	$21.48
	19	Arlington	Downtown, Regency Square	$3,925,192	$233,439	$18.78
	50	University	A - St. Augustine Rd./University Club Estates, B - Baymeadows Rd./Town and Country	$3,232,511	$192,244	$31.71

Service Type	Route	Route Name	Destinations	Annual Weekday Operating Cost	Annual Weekday Revenue	Cost per Passenger
Connector Routes	10	Atlantic	Downtown, A - Atlantic Village, B - South Beach	$3,879,013	$230,692	$22.29
	13	Commonwealth/Lane	Downtown, 103rd Wal-Mart,	$2,216,579	$131,824	$20.52
	16	Riverside/Wilson	Downtown, 103rd St.	$1,523,898	$90,629	$22.44
	17	St. Augustine	Downtown, Marbon Park & Ride	$1,339,183	$79,644	$19.37
	18	Atlantic/Monument	Downtown, McCormick Rd.	$1,847,149	$109,853	$35.61
	21	Boulevard/Gateway	Downtown, Gateway	$646,502	$38,449	$17.64
	22	Avenue B	Downtown, Sherwood	$1,293,004	$76,897	$23.36
	23	Townsend/Southside	Arlington/Merrill Rd., Southside/Avenue Mall	$2,909,260	$173,019	$47.14
	24	Mayport	Atlantic Village, Mayport Village	$507,966	$30,210	$39.22
	25	San Jose	Downtown, Southpoint	$1,062,111	$63,166	$35.89
	27	Philips/Avenues	Downtown, Avenues Mall	$1,200,647	$71,405	$35.28
	28	Sunbeam/Southside	Mandarin, St. Johns Town Center	$1,062,111	$63,166	$26.99
	30	Cecil	Cecil Field, Ricker Rd.	$831,217	$49,434	$22.54
	31	Talleyrand	Downtown, Talleyrand	$1,523,898	$90,629	$37.78
	32	McDuff	Downtown, Paxon School	$1,339,183	$79,644	$70.06
	51	Edgewood	FSCJ Kent, Gateway Mall	$1,385,362	$82,390	$23.10
	53	Commonwealth/Cassat	Downtown, 103rd Street	$2,170,400	$129,078	$32.89

Service Type	Route	Route Name	Destinations	Annual Weekday Operating Cost	Annual Weekday Revenue	Cost per Passenger
Limited Connector Routes	80	NAS Shuttle	FSCJ Kent, NAS Jacksonville	$138,536	$30,210	$44.86
	81	Dinsmore Shuttle	Dunn Ave., Old Kings Rd.	$138,536	$27,463	$18.66
	82	Amazon Shuttle	Amazon, Armsdale	$461,787	$8,239	$66.19
Express Routes	202	Mayport Express	Downtown, Mayport Naval Station, Regency Square	$333,983	$30,210	$34.76

Table E-13: Annual Saturday Financial Performance

Service Type	Route	Route Name	Destinations	Annual Saturday Operating Cost	Annual Saturday Revenue	Cost per Passenger
First Coast Flyer	102	Green Line	Downtown, Armsdale Park & Ride	$230,009	$13,679	$11.09
	105	Orange Line	Downtown, Orange Park Mall	$285,211	$16,962	$52.99
	107	Blue Line	Downtown, Avenues Walk	$303,612	$18,056	$53.08
	109	Red Line	Downtown, Jacksonville Beach	$395,615	$23,528	$29.92
Frequent Routes	1	North Main	Downtown, A - Airport, B - FSCJ North	$662,426	$39,396	$41.47
Mainline Routes	3	Moncrief	Downtown, A - Dundas Dr., B - Dunn Ave.	$432,417	$25,717	$19.17
	4	Kings	Downtown, Soutel, Edward Waters College	$257,610	$15,321	$119.37
	8	Beach/Town Center	Downtown, A - UNF/Town Center, B - UNF/FSCJ South	$662,426	$39,396	$21.65
	11	A Philip Randolph	Downtown, Phoenix Ave.	$110,404	$6,566	$7.30
	12	Myrtle/Lem Turner	Downtown, Soutel	$202,408	$12,038	$16.65
	14	Edison	Downtown, Normandy Wal-Mart	$248,410	$14,773	$9.00
	19	Arlington	Downtown, Regency Square	$368,014	$21,887	$31.70

Service Type	Route	Route Name	Destinations	Annual Saturday Operating Cost	Annual Saturday Revenue	Cost per Passenger
	50	University	A - St. Augustine Rd./University Club Estates, B - Baymeadows Rd./Town and Country	$395,615	$23,528	$32.69
Connector Routes	10	Atlantic	Downtown, A - Atlantic Village, B - South Beach	$386,415	$22,981	$22.16
	13	Commonwealth/Lane	Downtown, 103rd Wal-Mart,	$276,011	$16,415	$176.93
	16	Riverside/Wilson	Downtown, 103rd St.	$257,610	$15,321	$16.82
	17	St. Augustine	Downtown, Marbon Park & Ride	$220,809	$13,132	$13.84
	18	Atlantic/Monument	Downtown, McCormick Rd.	$340,413	$20,245	$45.23
	21	Boulevard/Gateway	Downtown, Gateway	$119,605	$7,113	$16.20
	22	Avenue B	Downtown, Sherwood	$202,408	$12,038	$18.19
	23	Townsend/Southside	Arlington/Merrill Rd., Southside/Avenue Mall	$496,819	$29,547	$59.81
	24	Mayport	Atlantic Village, Mayport Village	$82,803	$4,924	$17.50
	25	San Jose	Downtown, Southpoint	$165,606	$9,849	$52.21
	27	Philips/Avenues	Downtown, Avenues Mall	$165,606	$9,849	$54.67
	28	Sunbeam/Southside	Mandarin, St. Johns Town Center	$202,408	$12,038	$46.34
	30	Cecil	Cecil Field, Ricker Rd.	$138,005	$8,207	$26.10
	31	Talleyrand	Downtown, Talleyrand	$322,013	$19,151	$26.43
	32	McDuff	Downtown, Paxon School	$230,009	$13,679	$54.95
	51	Edgewood	FSCJ Kent, Gateway Mall	$248,410	$14,773	$34.45
	53	Commonwealth/Cassat	Downtown, 103rd Street	$294,412	$17,509	$19.19
Limited Connector Routes	80	NAS Shuttle	FSCJ Kent, NAS Jacksonville	Does Not Operate	Does Not Operate	Does Not Operate
	81	Dinsmore Shuttle	Dunn Ave., Old Kings Rd.	Does Not Operate	Does Not Operate	Does Not Operate
	82	Amazon Shuttle	Amazon, Armsdale	$46,002	$2,736	$98.29
Express Routes	202	Mayport Express	Downtown, Mayport Naval Station, Regency Square	Does Not Operate	Does Not Operate	Does Not Operate

Table E-14: Annual Sunday Financial Performance

Service Type	Route	Route Name	Destinations	Annual Sunday Operating Cost	Annual Sunday Revenue	Cost per Passenger
First Coast Flyer	102	Green Line	Downtown, Armsdale Park & Ride	$220,809	$13,679	$25.39
	105	Orange Line	Downtown, Orange Park Mall	$257,610	$16,962	$49.44
	107	Blue Line	Downtown, Avenues Walk	$294,412	$18,056	$59.47
	109	Red Line	Downtown, Jacksonville Beach	$377,215	$23,528	$29.54
Frequent Routes	1	North Main	Downtown, A - Airport, B - FSCJ North	$598,023	$39,396	$22.62
Mainline Routes	3	Moncrief	Downtown, A - Dundas Dr., B - Dunn Ave.	$423,217	$25,717	$18.12
	4	Kings	Downtown, Soutel, Edward Waters College	$239,209	$15,321	$16.08
	8	Beach/Town Center	Downtown, A - UNF/Town Center, B - UNF/FSCJ South	$662,426	$39,396	$24.71
	11	A Philip Randolph	Downtown, Phoenix Ave.	$110,404	$6,566	$10.67
	12	Myrtle/Lem Turner	Downtown, Soutel	$202,408	$12,038	$19.83
	14	Edison	Downtown, Normandy Wal-Mart	$248,410	$14,773	$20.24
	19	Arlington	Downtown, Regency Square	$368,014	$21,887	$18.61
	50	University	A - St. Augustine Rd./University Club Estates, B - Baymeadows Rd./Town and Country	$386,415	$23,528	$23.80
Connector Routes	10	Atlantic	Downtown, A - Atlantic Village, B - South Beach	$386,415	$22,981	$23.19
	13	Commonwealth/Lane	Downtown, 103rd Wal-Mart,	$285,211	$16,415	$18.90
	16	Riverside/Wilson	Downtown, 103rd St.	$239,209	$15,321	$34.85
	17	St. Augustine	Downtown, Marbon Park & Ride	$220,809	$13,132	$14.04
	18	Atlantic/Monument	Downtown, McCormick Rd.	$331,213	$20,245	$31.61
	21	Boulevard/Gateway	Downtown, Gateway	$110,404	$7,113	$14.19
	22	Avenue B	Downtown, Sherwood	$202,408	$12,038	$16.92
	23	Townsend/Southside	Arlington/Merrill Rd., Southside/Avenue Mall	$469,218	$29,547	$55.91
	24	Mayport	Atlantic Village, Mayport Village	$82,803	$4,924	$24.88

Service Type	Route	Route Name	Destinations	Annual Sunday Operating Cost	Annual Sunday Revenue	Cost per Passenger
	25	San Jose	Downtown, Southpoint	$165,606	$9,849	$66.91
	27	Philips/Avenues	Downtown, Avenues Mall	$156,406	$9,849	$39.47
	28	Sunbeam/Southside	Mandarin, St. Johns Town Center	Does Not Operate	Does Not Operate	Does Not Operate
	30	Cecil	Cecil Field, Ricker Rd.	$128,805	$8,207	$39.01
	31	Talleyrand	Downtown, Talleyrand	$331,213	$19,151	$23.26
	32	McDuff	Downtown, Paxon School	Does Not Operate	$13,679	$-
	51	Edgewood	FSCJ Kent, Gateway Mall	$230,009	$14,773	$30.76
	53	Commonwealth/Cassat	Downtown, 103rd Street	$285,211	$17,509	$24.35
Limited Connector Routes	80	NAS Shuttle	FSCJ Kent, NAS Jacksonville	Does Not Operate	Does Not Operate	Does Not Operate
	81	Dinsmore Shuttle	Dunn Ave., Old Kings Rd.	Does Not Operate	Does Not Operate	Does Not Operate
	82	Amazon Shuttle	Amazon, Armsdale	$46,002	$2,735.81	$58.98
Express Routes	202	Mayport Express	Downtown, Mayport Naval Station, Regency Square	Does Not Operate	Does Not Operate	Does Not Operate

Figure E-13: Weekday Subsidy Per Passenger, by Route, Grouped at Service Type

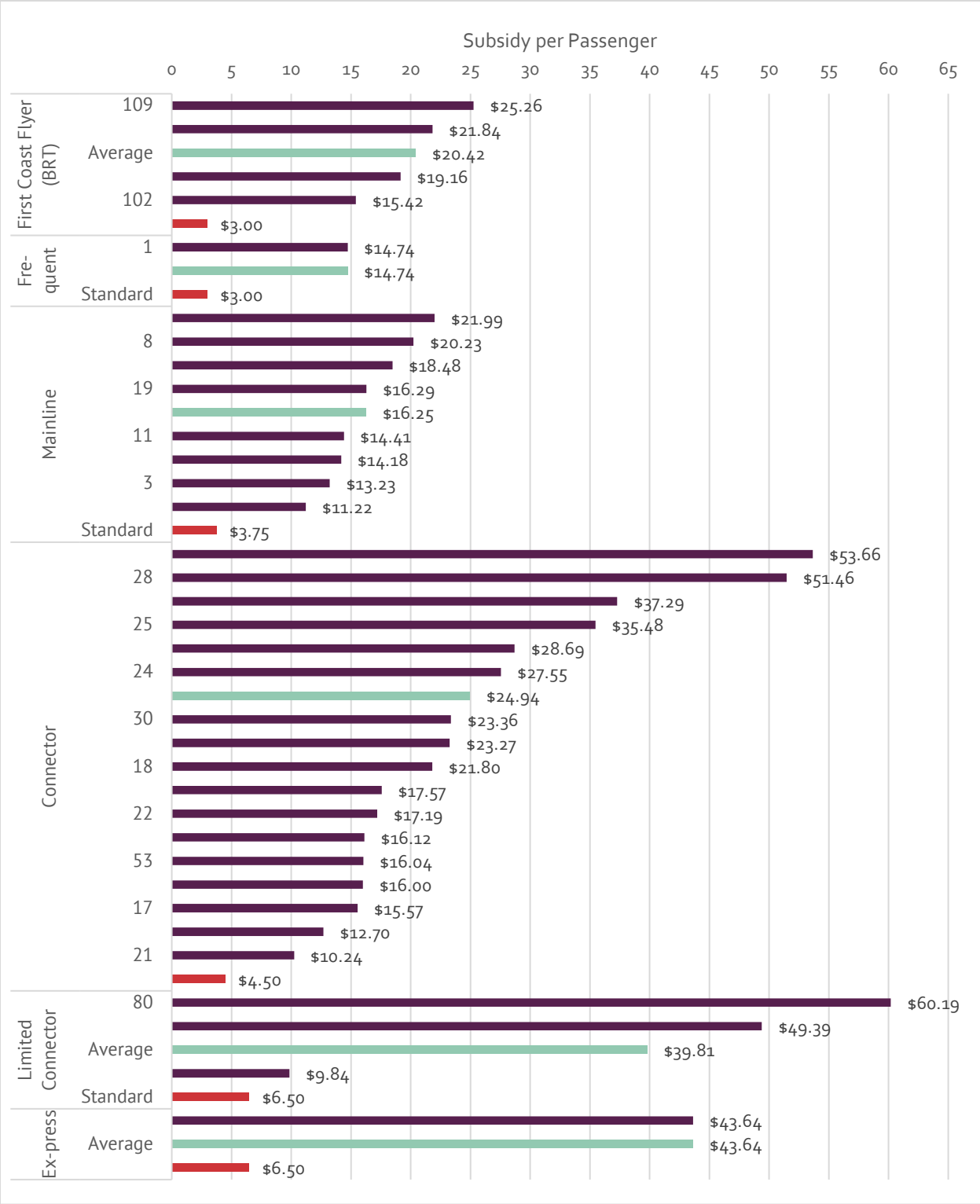


Figure E-14: Saturday Subsidy Per Passenger, by Route, Grouped at Service Type

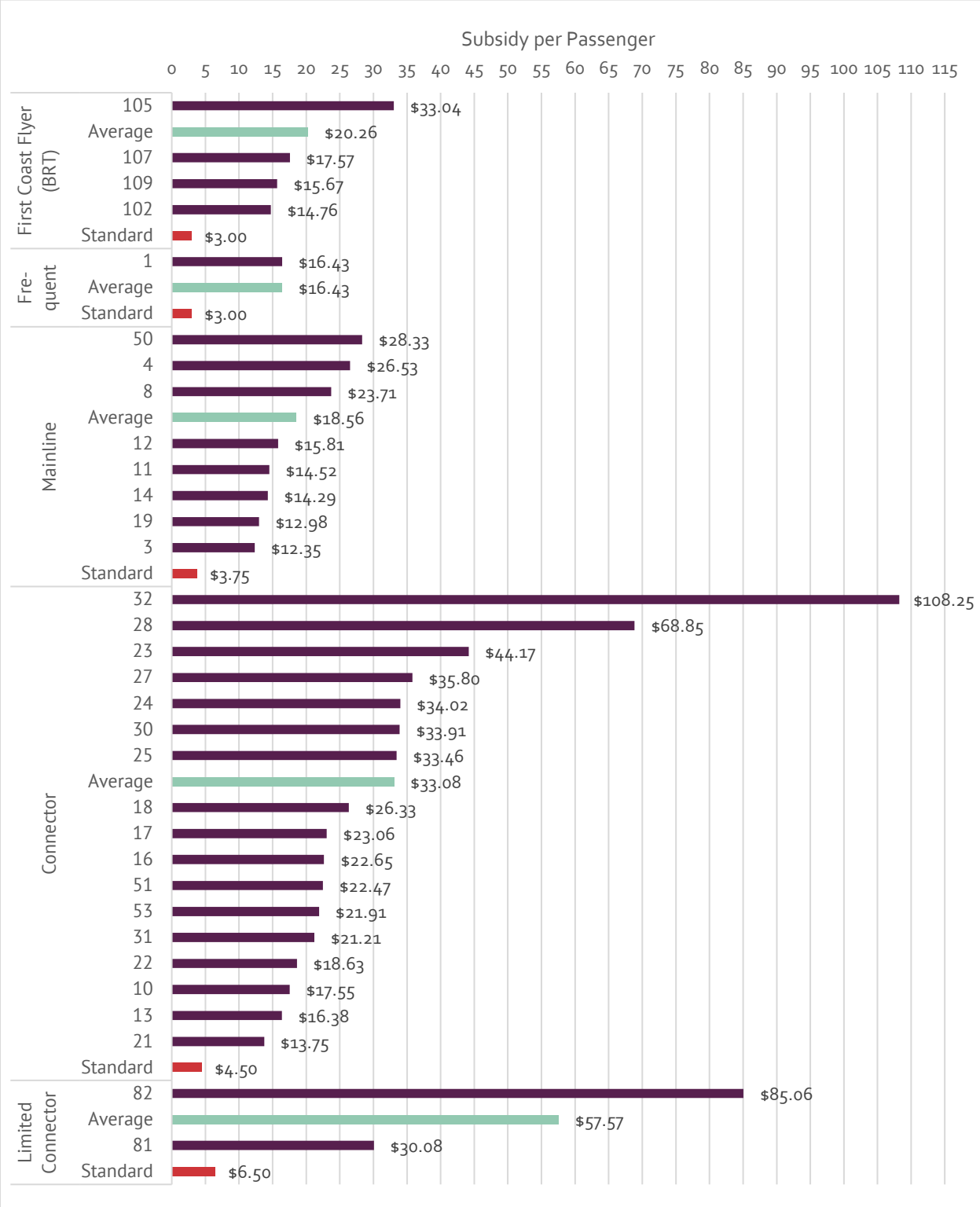


Figure E-15: Sunday Subsidy Per Passenger, by Route, Grouped at Service Type

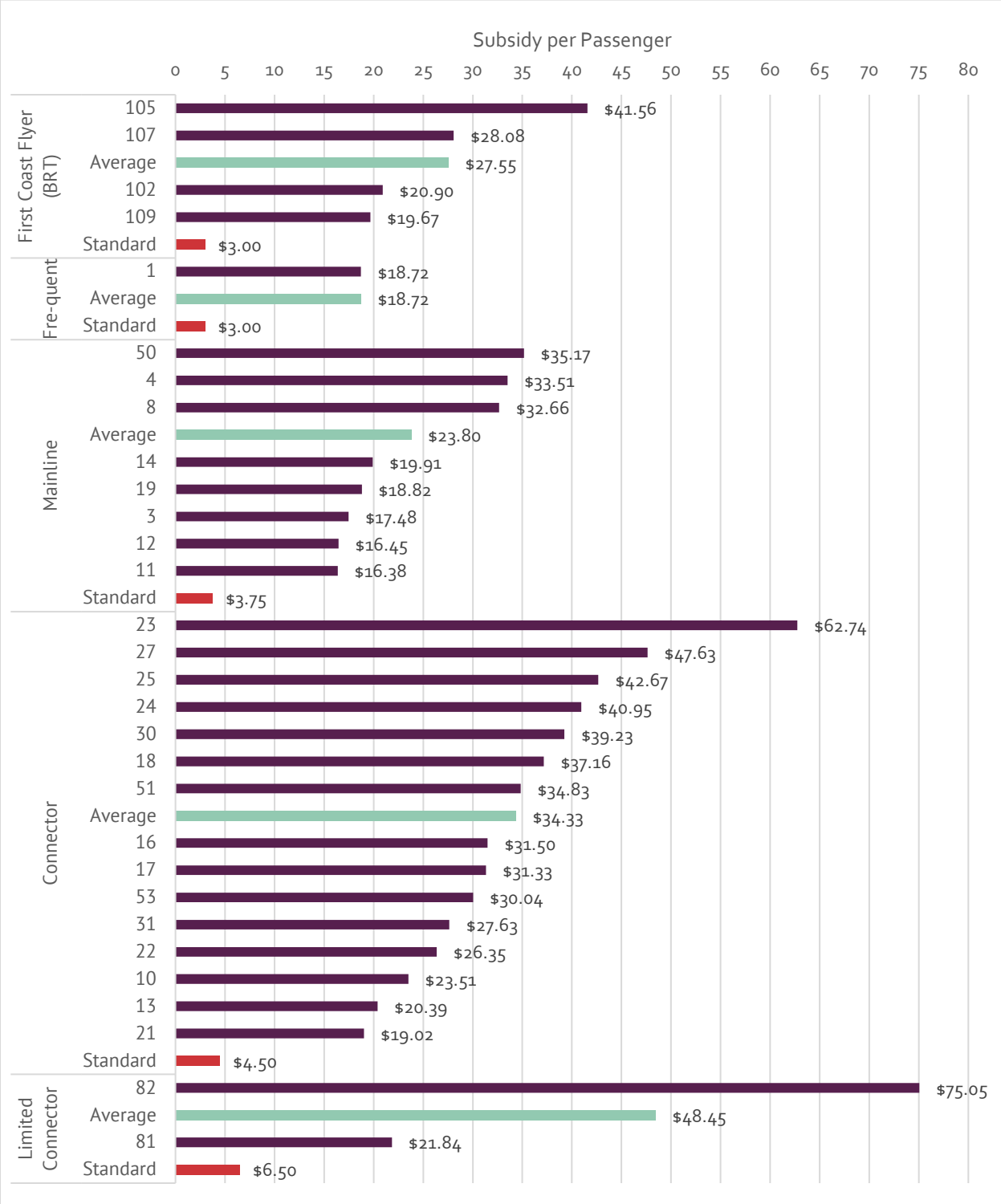


Figure E-16: Weekday Cost Per Revenue Mile, by Route, Grouped at Service Type

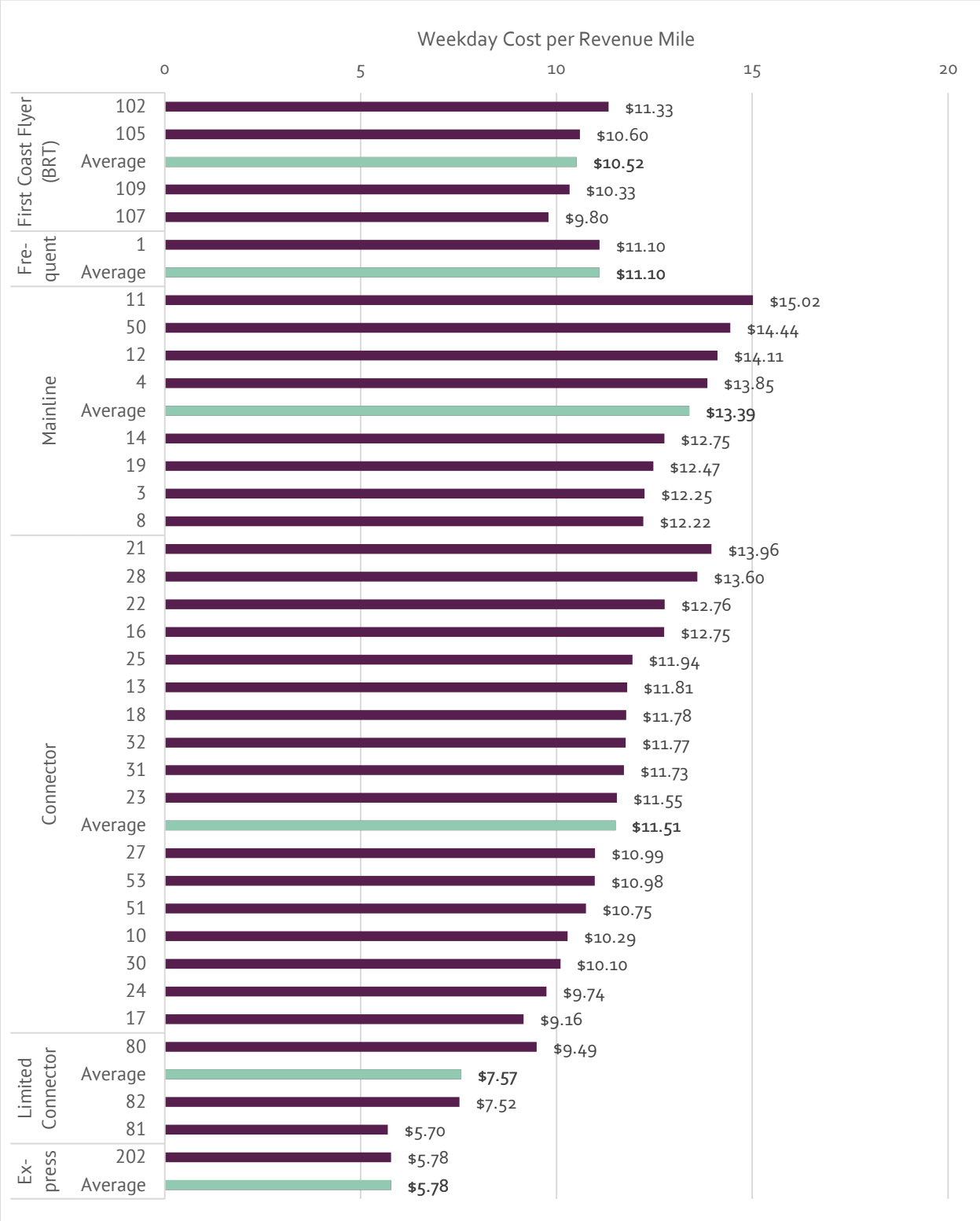


Figure E-17: Saturday Cost Per Revenue Mile, by Route, Grouped at Service Type

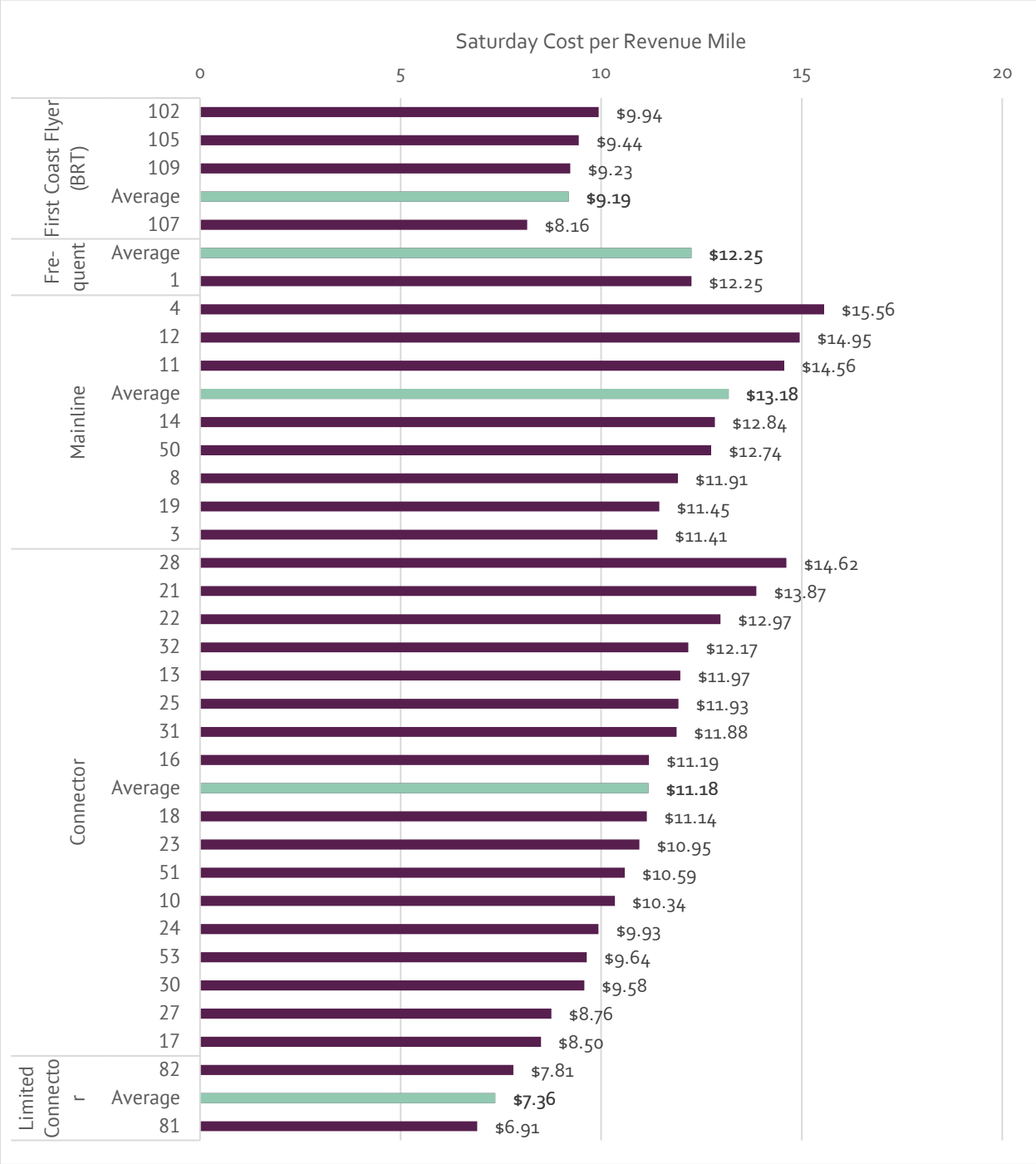


Figure E-18: Sunday Cost Per Revenue Mile, by Route, Grouped at Service Type

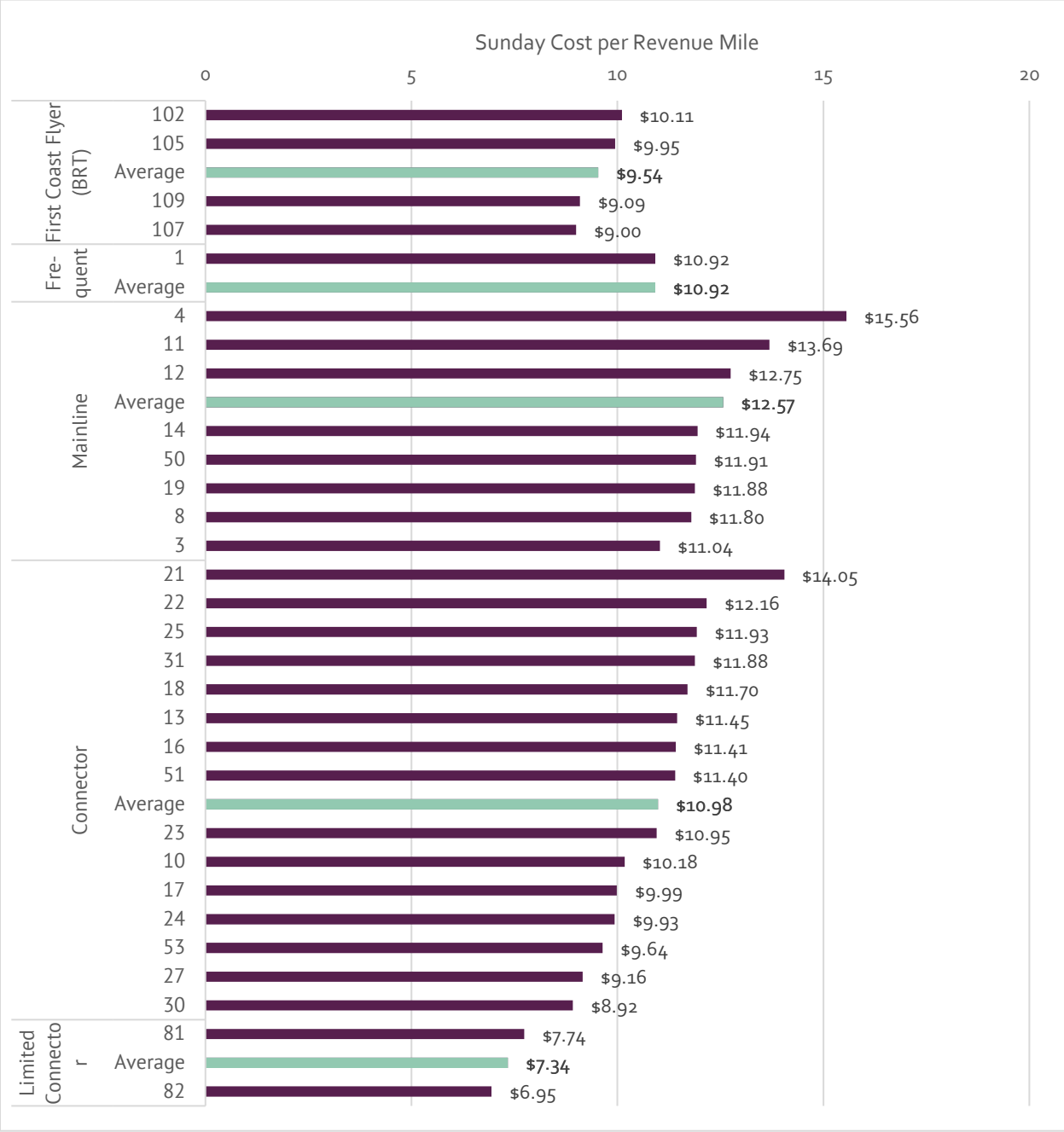


Figure E-19: Weekday Farebox Recovery Ratio, by Route, Grouped at Service Type

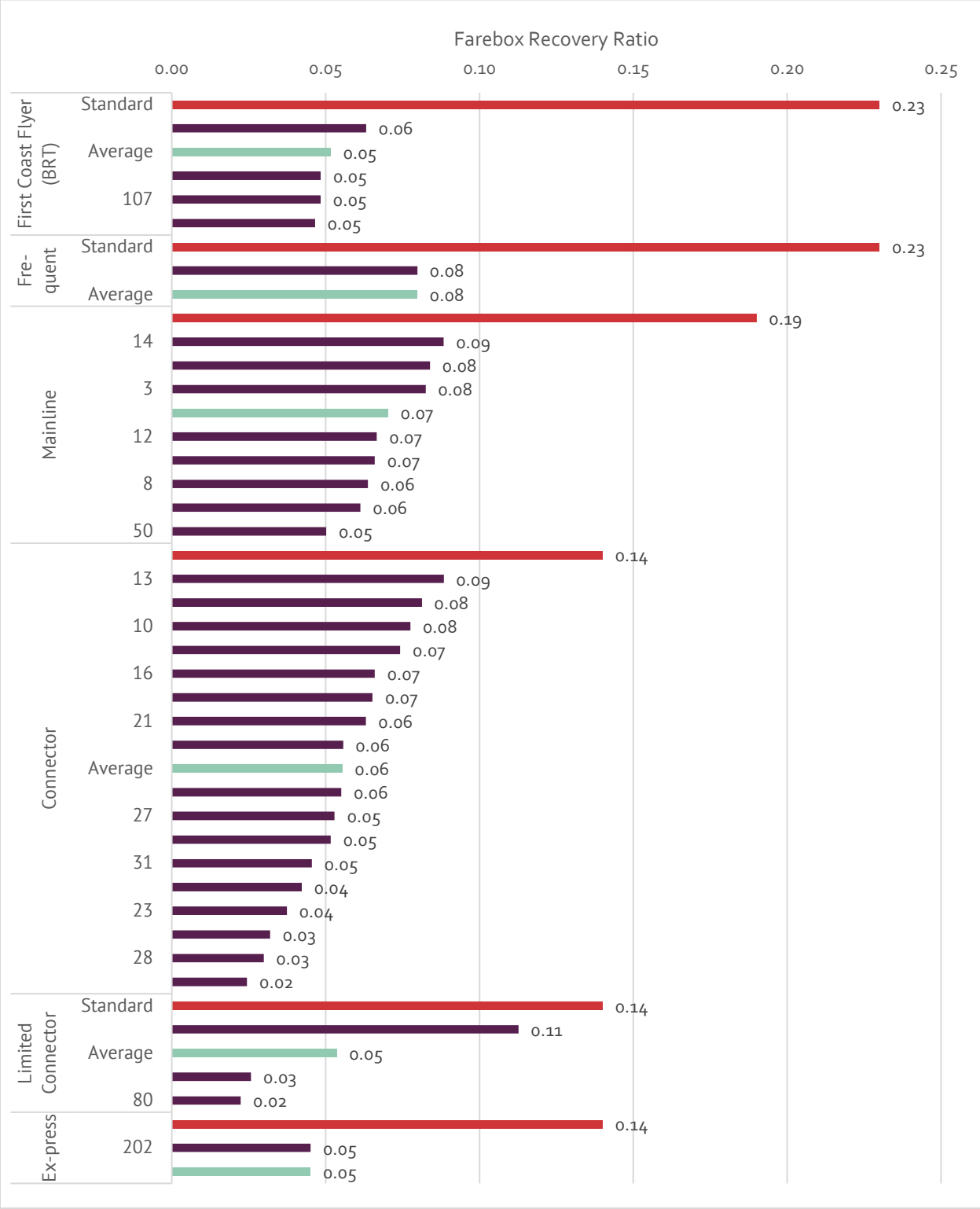


Figure E-20: Saturday Farebox Recovery Ratio, by Route, Grouped at Service Type

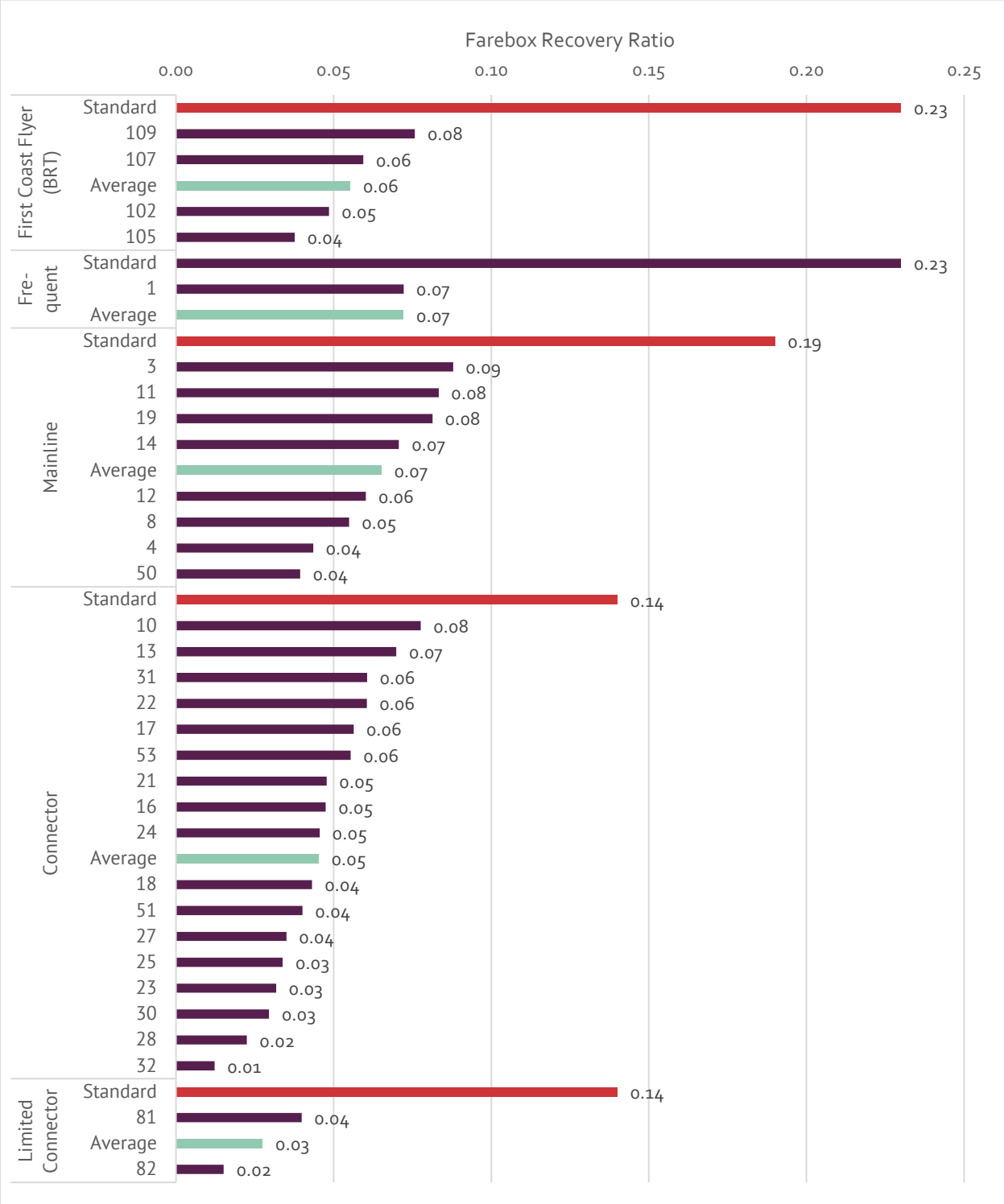
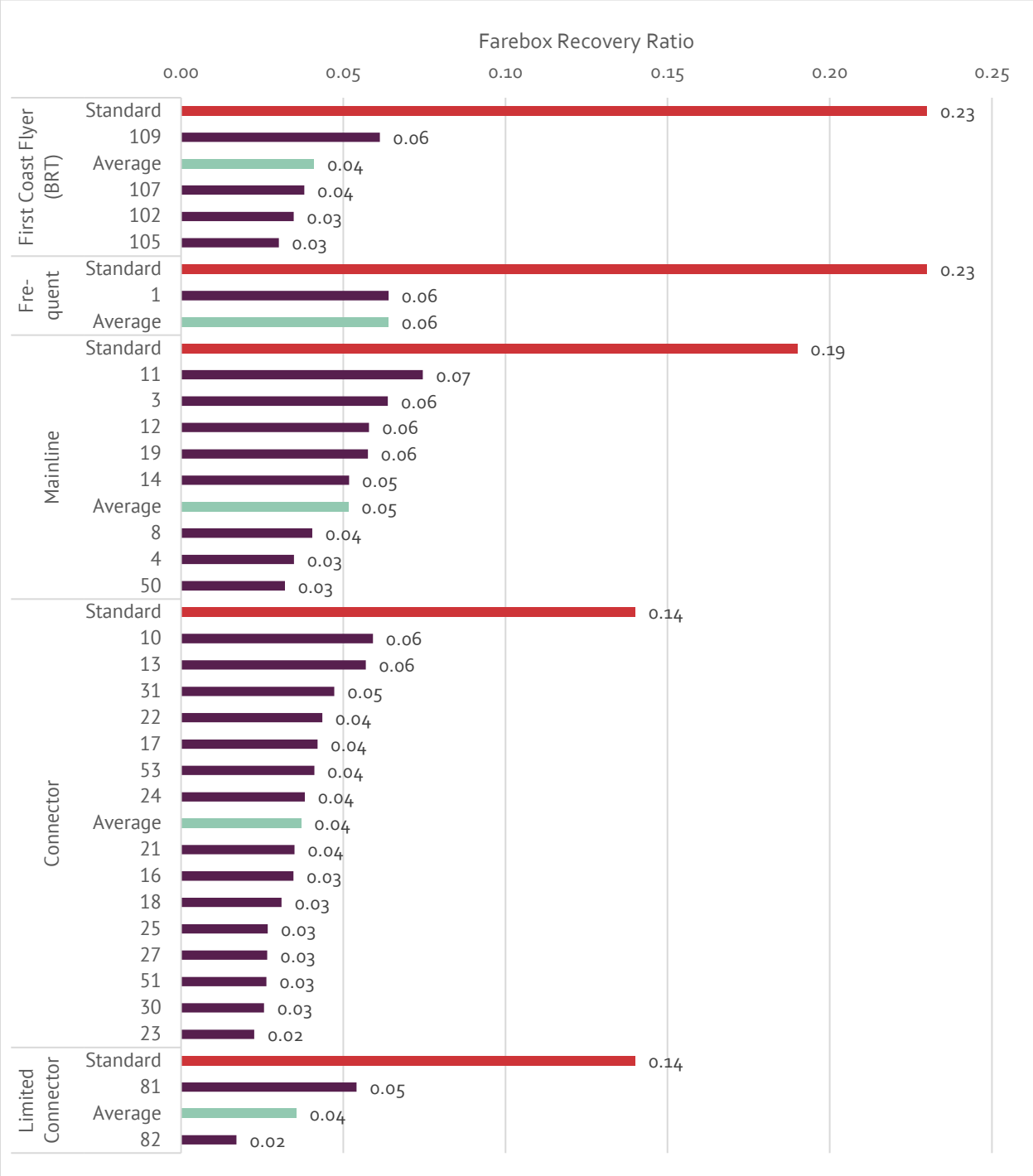


Figure E-21: Sunday Farebox Recovery Ratio, by Route, Grouped at Service Type



E.4.5. On-Time Performance

JTA uses the following on-time performance standard for its fixed route buses:

- **Early**: Departure from a timepoint more than one minute early
- **On Time**: Departure from a timepoint no more than one minute early and less than six minutes late
- **Late**: Departure from a timepoint six or more minutes late

For the purposes of this analysis, early arrivals to the last timepoint were considered not on time. JTA fixed routes are expected to be on-time at 80 percent or more of timepoints.

On-time performance by time period and day of week are visualized in **Table E-15** through **Table E-20** for each route category and in **Table E-21** for all routes combined. On-time performance by individual route is shown on **Figure E-22** thru **Figure E-30**.

Time periods are based on the day of week and hour of the trip start time as follows:

- Early Morning: Weekday trips starting at or after 3:00 a.m. and before 6:00 a.m.
- Morning Peak: Weekday trips starting at or after 6:00 a.m. and before 9:00 a.m.
- Midday: Weekday trips starting at or after 9:00 a.m. and before 12:00 p.m.
- Afternoon: Weekday trips starting at or after 12:00 p.m. and before 3:00 p.m.
- Afternoon Peak: Weekday trips starting at or after 3:00 p.m. and before 6:00 p.m.
- Late Day: Weekday trips starting at or after 6:00 p.m. and before 9:00 p.m.
- Night: Weekday trips starting at or after 9:00 p.m. and before 3:00 a.m.
- Saturday: All Saturday trips
- Sunday: All Sunday trips

In the January 2024 service period, JTA fixed routes were 78 percent on-time, 4 percent early, and 19 percent late. On-time performance was lowest in the PM Peak (69 percent on time).

Table E-15: On-Time Performance (First Coast Flyer BRT)

	Weekday								Saturday	Sunday
Status	Early AM	AM Peak	Mid-Day	PM	PM Peak	Late Day	Night	Total	Total	Total
Early	3%	3%	2%	2%	1%	1%	3%	2%	3%	3%
Late	10%	24%	29%	30%	46%	36%	27%	31%	25%	17%
On Time	87%	73%	69%	68%	54%	62%	70%	67%	72%	80%

Table E-16: On-Time Performance (Frequent)

	Weekday								Saturday	Sunday
Status	Early AM	AM Peak	Mid-Day	PM	PM Peak	Late Day	Night	Total	Total	Total
Early	3%	3%	3%	3%	3%	5%	8%	4%	4%	6%
Late	6%	11%	21%	29%	38%	30%	25%	25%	29%	15%
On Time	91%	86%	76%	69%	59%	65%	67%	72%	66%	79%

Table E-17: On-Time Performance (Mainline)

	Weekday								Saturday	Sunday
Status	Early AM	AM Peak	Mid-Day	PM	PM Peak	Late Day	Night	Total	Total	Total
Early	3%	3%	3%	3%	4%	4%	6%	4%	3%	4%
Late	6%	12%	14%	18%	28%	16%	20%	17%	23%	15%
On Time	91%	85%	82%	79%	69%	79%	74%	79%	74%	81%

Table E-18: On-Time Performance (Connector)

	Weekday								Saturday	Sunday
Status	Early AM	AM Peak	Mid-Day	PM	PM Peak	Late Day	Night	Total	Total	Total
Early	3%	4%	4%	4%	3%	5%	8%	4%	4%	6%
Late	8%	16%	16%	19%	27%	18%	13%	18%	24%	17%
On Time	89%	80%	80%	77%	70%	77%	79%	78%	72%	77%

Table E-19: On-Time Performance (Limited Connector)

	Weekday								Saturday	Sunday
Status	Early AM	AM Peak	Mid-Day	PM	PM Peak	Late Day	Night	Total	Total	Total
Early	3%	6%	-	4%	4%	2%	-	4%	2%	1%
Late	3%	4%	-	13%	10%	8%	-	7%	10%	13%
On Time	94%	91%	-	83%	86%	90%	-	89%	88%	86%

Table E-20: On-Time Performance (Express)

	Weekday								Saturday	Sunday
Status	Early AM	AM Peak	Mid-Day	PM	PM Peak	Late Day	Night	Total	Total	Total
Early	1%	5%	-	1%	9%	-	-	6%	-	-
Late	5%	7%	-	9%	24%	-	-	14%	-	-
On Time	93%	87%	-	89%	66%	-	-	80%	-	-

Table E-21: On-Time Performance (All Routes)

	Weekday								Saturday	Sunday
Status	Early AM	AM Peak	Mid-Day	PM	PM Peak	Late Day	Night	Total	Total	Total
Early	3%	4%	3%	3%	3%	4%	7%	4%	4%	5%
Late	7%	15%	18%	20%	28%	19%	17%	18%	23%	16%
On Time	90%	82%	79%	77%	69%	76%	76%	78%	73%	79%

Figure E-22: On Time Performance by Route: Weekday Early Morning (3:00 a.m. - 6:00 a.m.)

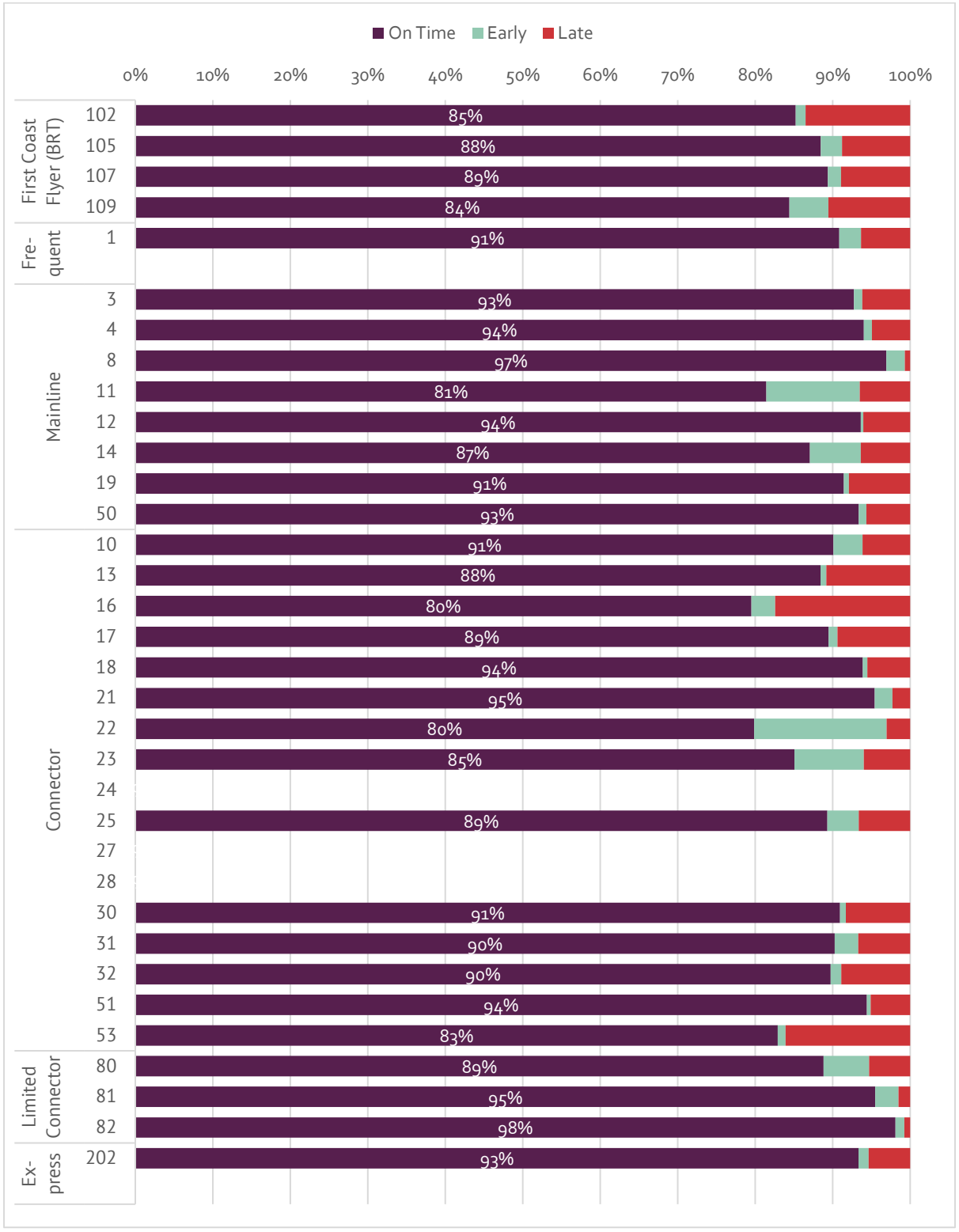


Figure E-23: On Time Performance by Route: Weekday Morning Peak (6:00 a.m. - 9:00 a.m.)

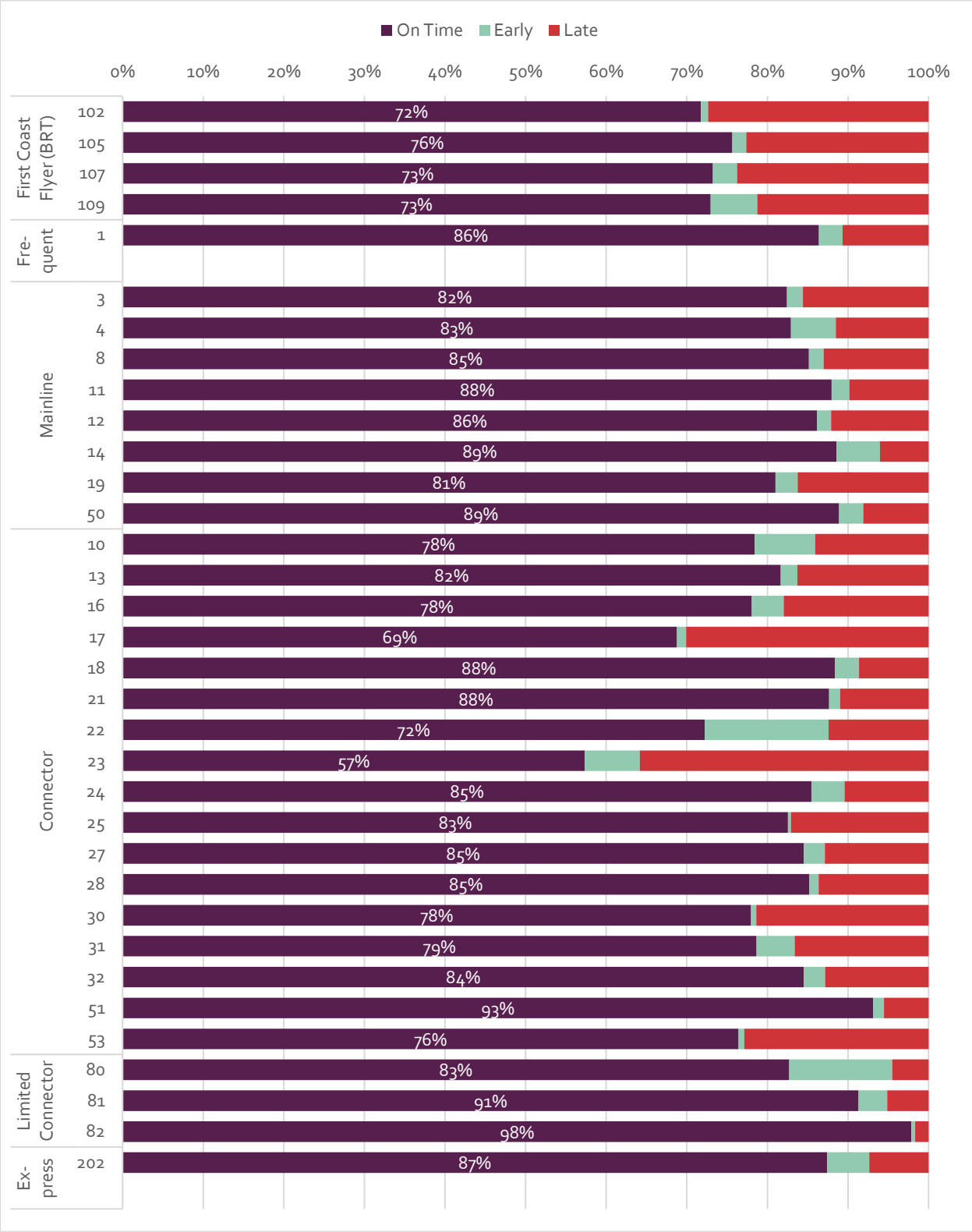


Figure E-24: On Time Performance by Route: Weekday Midday (9:00 a.m. - 12:00 p.m.)

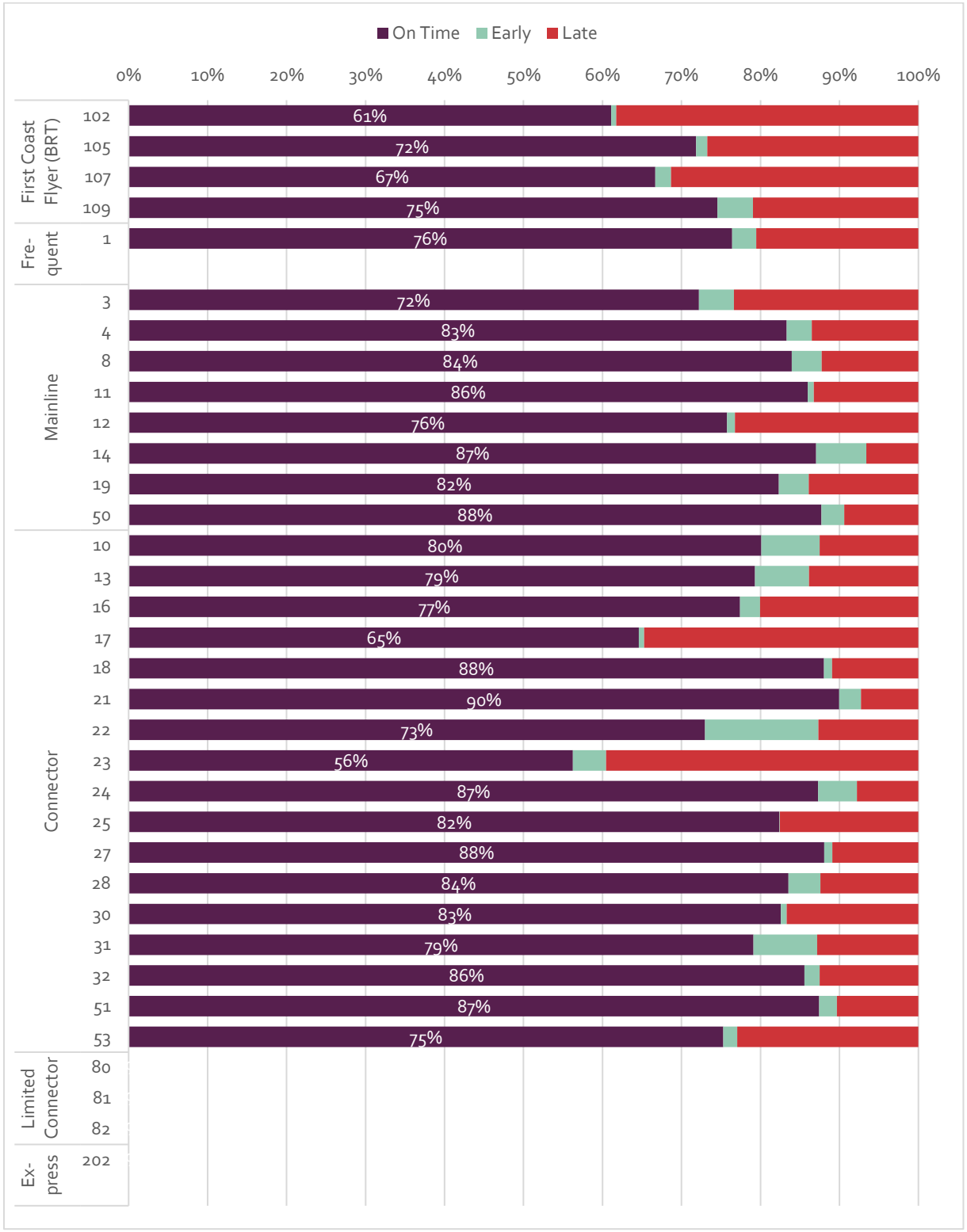


Figure E-25: On Time Performance by Route: Weekday Afternoon (12:00 p.m. - 3:00 p.m.)

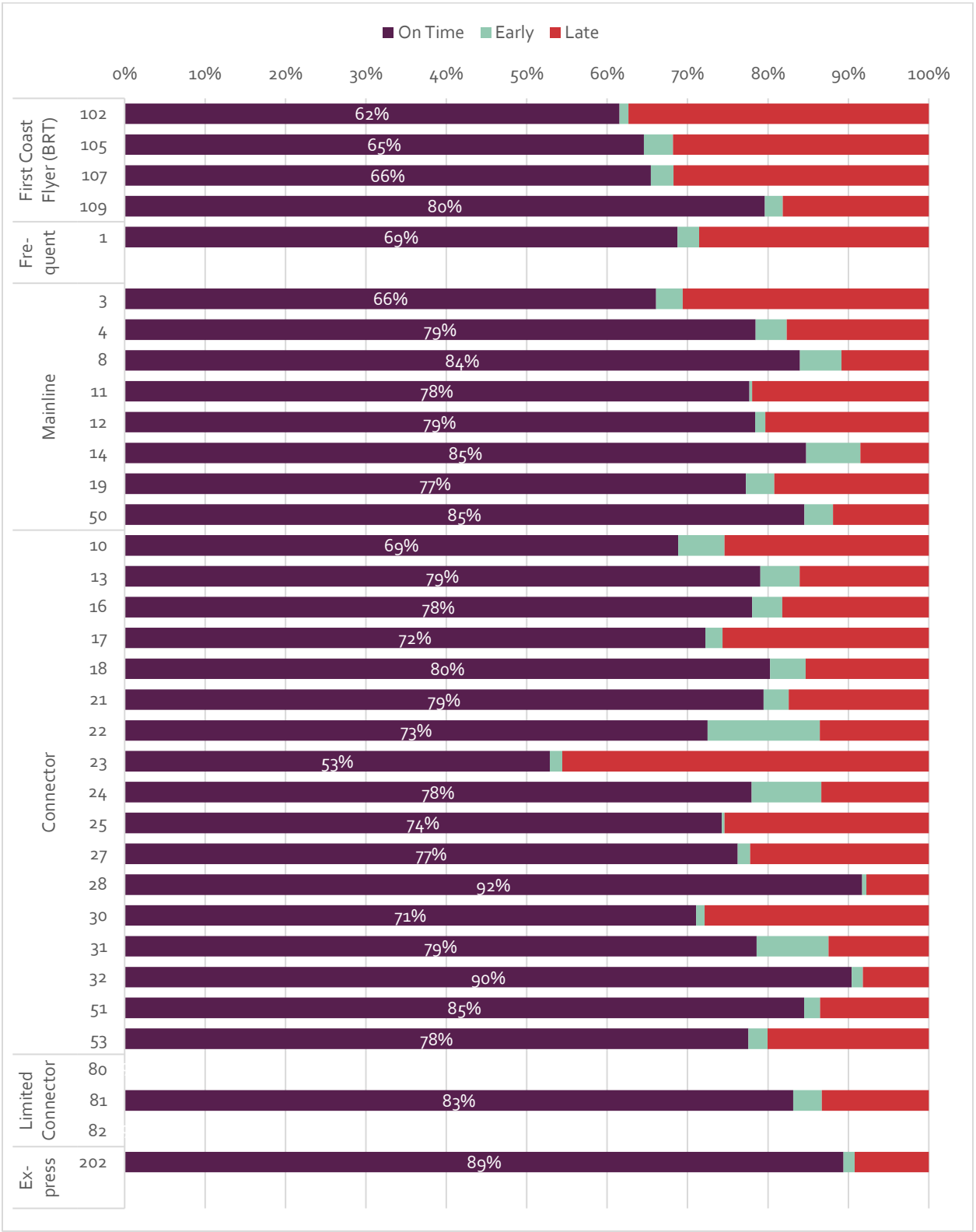


Figure E-26: On Time Performance by Route: Weekday Afternoon Peak (3:00 p.m. - 6:00 p.m.)

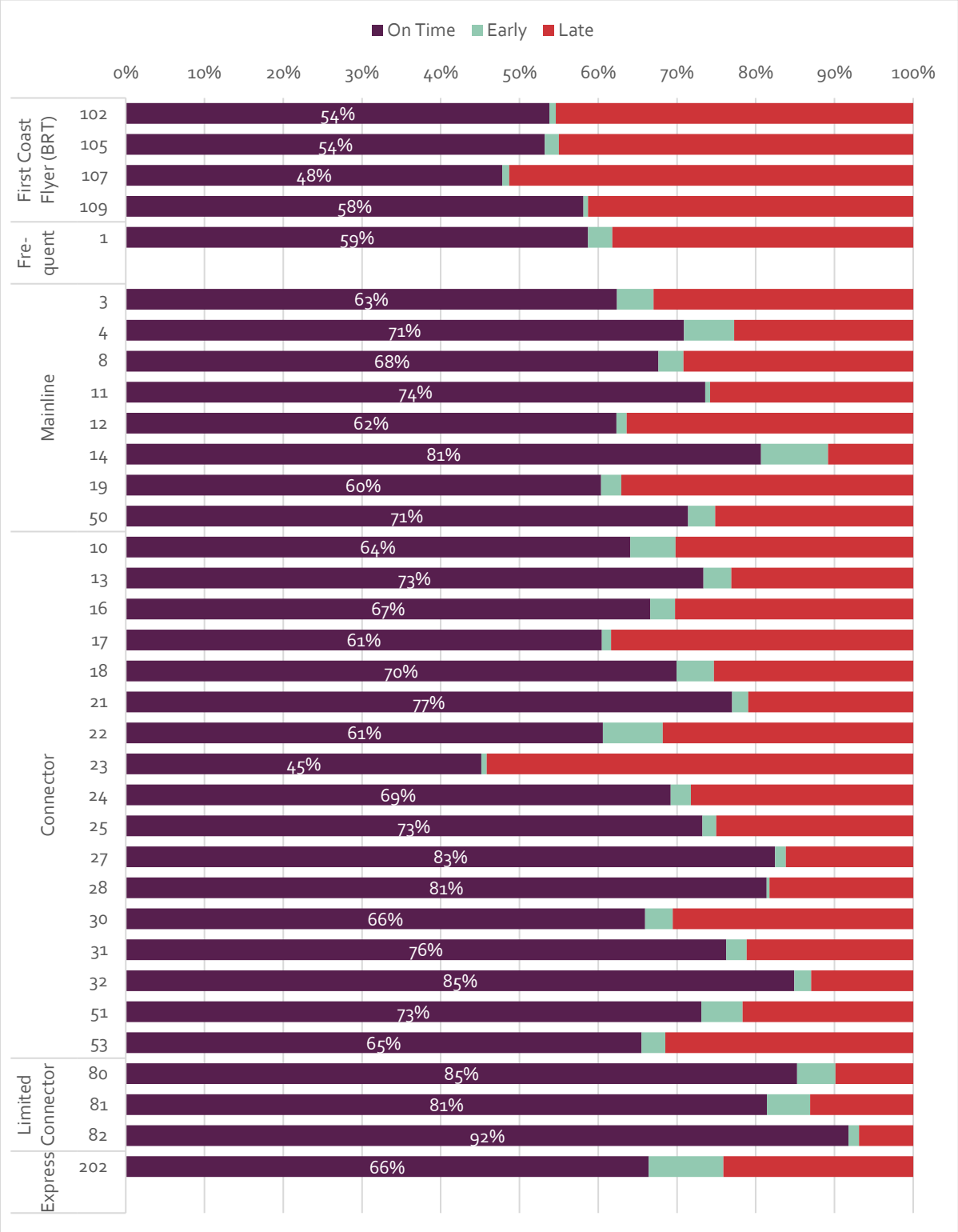


Figure E-27: On Time Performance by Route: Weekday Late Day (6:00 p.m. - 9:00 p.m.)

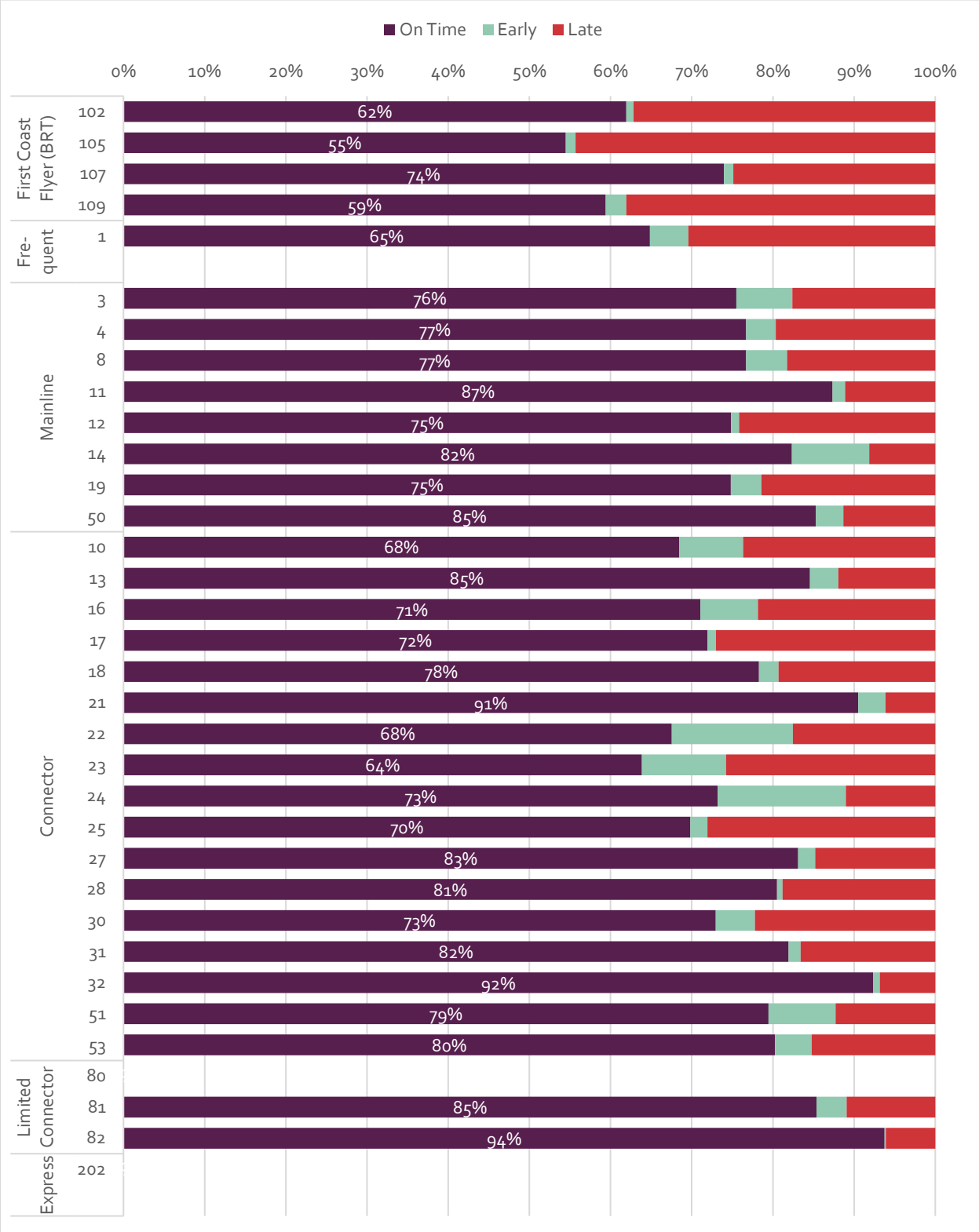


Figure E-28: On Time Performance by Route: Weekday Night (9:00 p.m. - 3:00 p.m.)

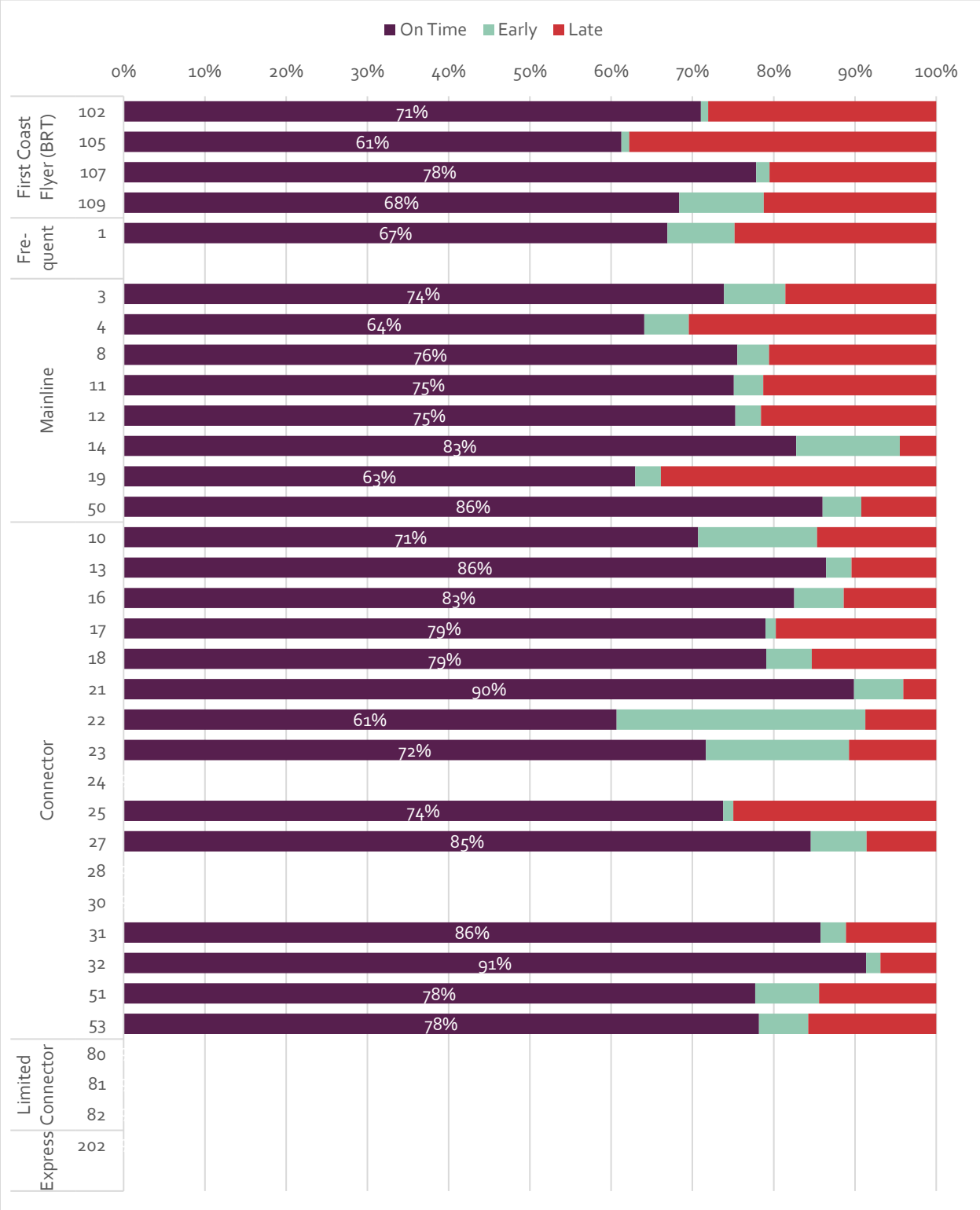


Figure E-29: On Time Performance by Route: Saturday

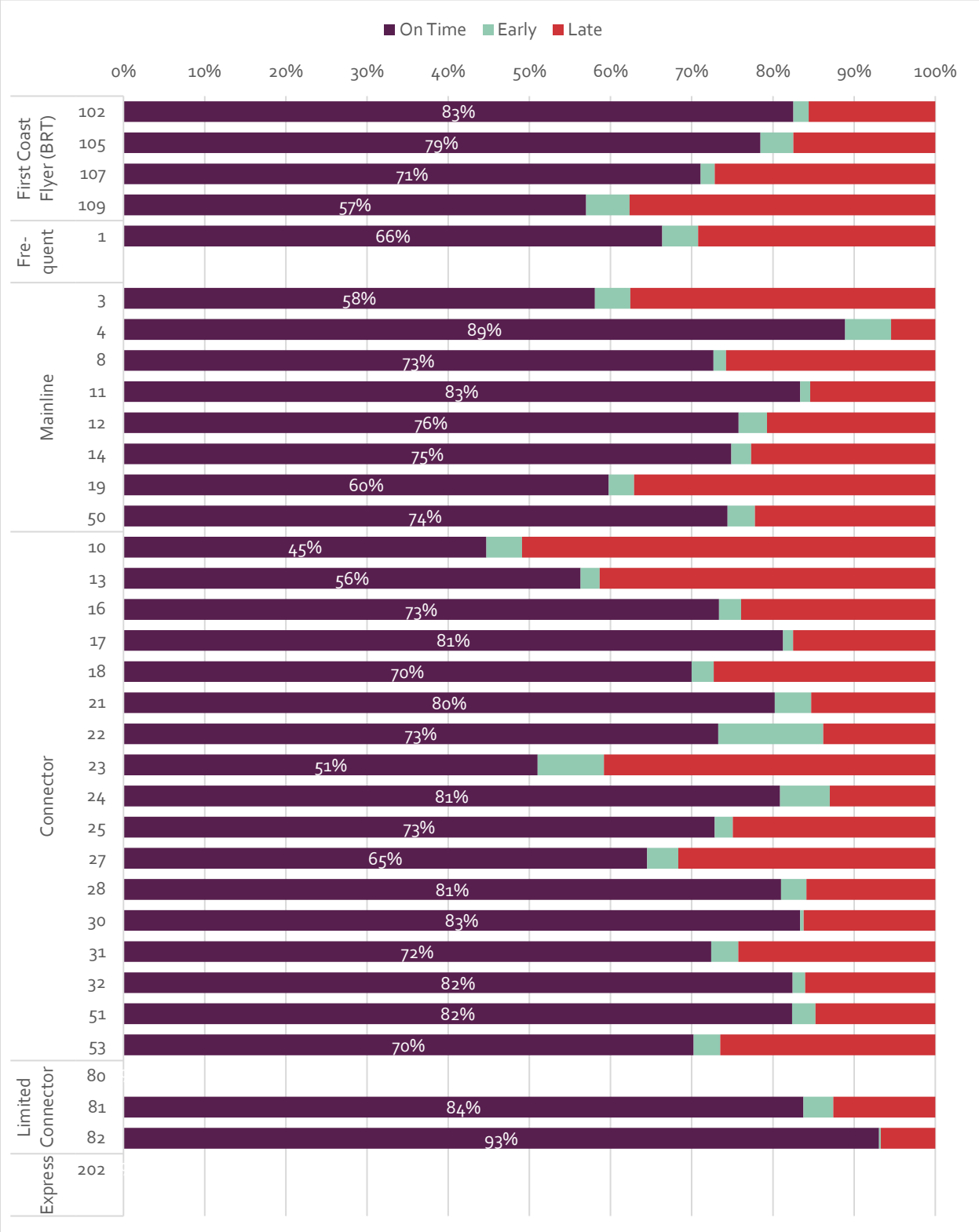
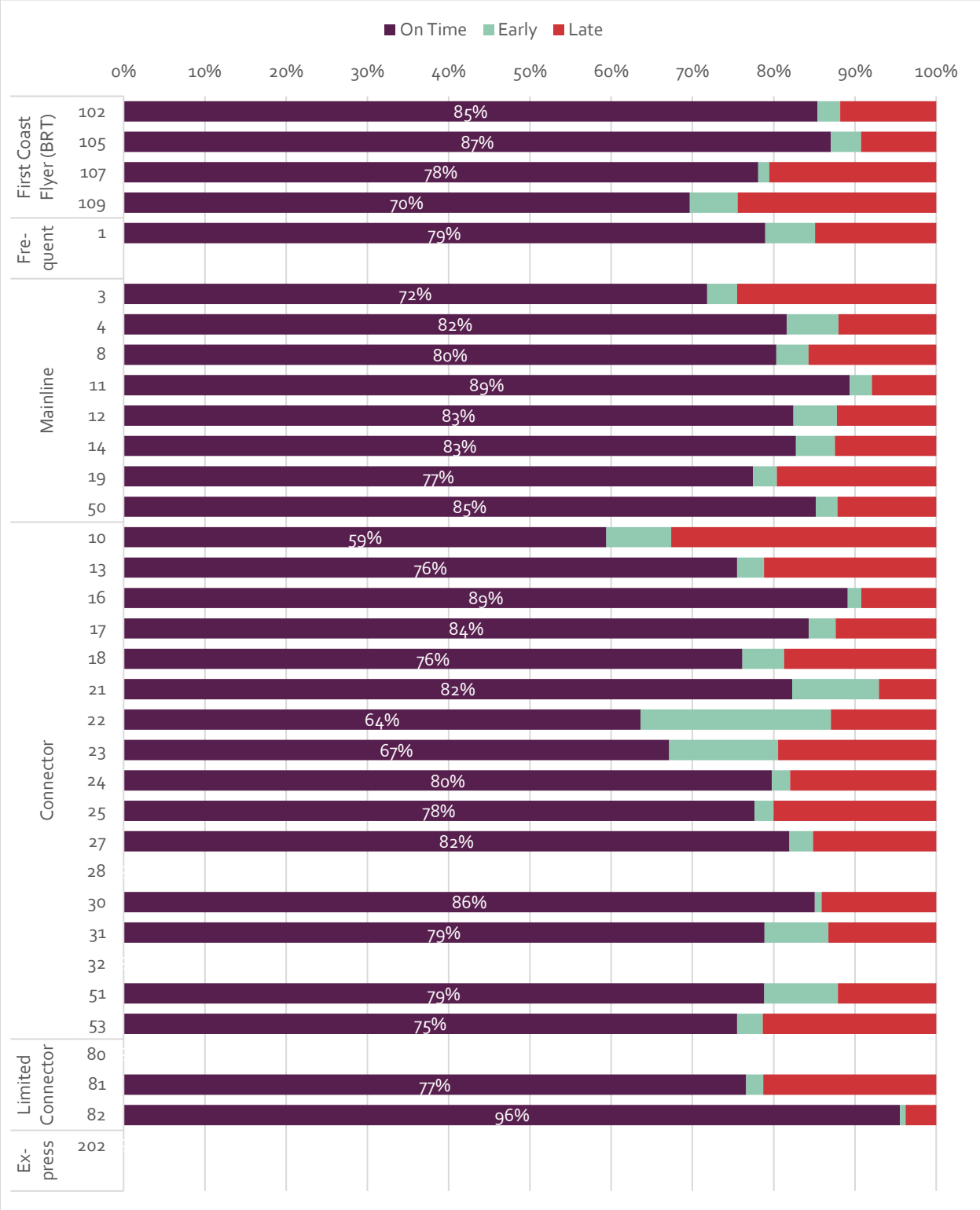


Figure E-30: On Time Performance by Route: Sunday



E.5. Conclusion

JTA fixed route bus services have mixed results in terms of adherence to the agency's standards.

- For service productivity, **nearly all routes perform below their service type standard for passengers per revenue hour and passengers per revenue mile**. For average load, Frequent, Mainline, and Connector routes generally perform above the service type standard, First Coast Flyer (BRT) routes perform both above and below the standard, and Limited Connector and Express routes generally perform below the standard.
- **Many routes exhibit sub-standard economic and financial performance, with only one route (Route 81) exceeding farebox recovery ratio standards for Weekday, Saturday, and Sunday service periods**. As a group, the First Coast Flyer routes had strong performance in cost per revenue mile, demonstrating how BRT can operate efficiently.
- **JTA routes mostly perform below the agency's on time performance standard** of 80 percent, with trips arriving on time an average of 78 percent across all routes and time periods. Average on time performance across all routes is below the 80 percent standard during all periods except the early morning and morning peak periods.

To improve data collection, enhance measurement of system performance, and strengthen its services, JTA should consider the following strategies:

- **Make Intelligent Transportation System (ITS) investments to improve calculations of revenues by route**: JTA's current farebox and pass systems make it difficult to allocate revenue from cash fares at fareboxes, pass revenue, and mobile payments to specific routes. As a result, current estimates of revenues by route were based on per passenger averages across fixed routes. Without more detailed revenue data, JTA has fewer meaningful economic performance indicators to identify routes generating higher amounts of revenue per unit of service delivered.
- **Develop a three-variable cost model for the agency**: Estimates of costs by route were based on an average cost per revenue hour multiplied by the number of revenue hours operated for a route. A more complete, three-variable cost model involving revenue hours, revenue miles, and peak vehicles would better estimate route-level costs. In this model, the cost per revenue hour would reflect the cost of operator pay and benefits, the cost per revenue miles would reflect expenses for maintenance, and the cost per peak vehicle would address the overall administrative cost of operating the system. Overall, a three-variable cost model would better differentiate performance among JTA's fixed bus routes.
- **Revise performance standards to match performance:** In Fiscal Year 2023, many fixed routes fell below standard across the agency's six route performance measures. For example, all First Coast Flyer routes fell below JTA's service performance measures for Passengers per Revenue Hour and Passengers per Revenue Mile. Realistic and attainable goals for services should be set to better identify underperforming routes that require corrective action, considering changing travel patterns post pandemic.
- **Modify services to increase system performance**: Potential improvements include using frequent First Coast Flyer service as the backbone of the network, creating route connections at transit hubs outside of downtown, and prioritizing crosstown routings in transit gaps.

JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX G: TRANSIT DEMAND ESTIMATION WITH TBEST

May 2025













CONTENTS

G. Transit Demand Estimation with TBEST G-1
G.1. Introduction G-1
G.2. Base Year Scenario G-1
G.2.1. Base Year Scenario Configuration G-1
G.3. Future Year Recommended System Scenario G-3
G.3.1. Future Year Scenario Configuration G-3
G.3.2. Future Year Scenario Results G-7
G.4. Limitations G-12

FIGURES

No figures.

TABLES

Table G-1: Jacksonville Transit Authority Fare Levels G-1
Table G-2: Observed Average Daily Ridership by Route G-2
Table G-3: 2027 Short Term Scenario Network and Route Changes. G-3
Table G-4: 2031 Medium Term Scenario Network and Route Changes G-4
Table G-5: 2034 Long Term Scenario Network and Route Changes G-5
Table G-6: Applied Validation Factors G-6
Table G-7: 2027 Short Term Scenario Average Daily Ridership by Route G-7
Table G-8: 2031 Medium Term Scenario Average Daily Ridership by Route G-9
Table G-9: 2034 Long Term Scenario Average Daily Ridership by Route G-11

G. TRANSIT DEMAND ESTIMATION WITH TBEST

G.1. Introduction

Transit demand estimation for the fixed route transit system was performed using the Transit Boardings Estimation and Simulation Tool (TBEST) software, version 4.8, developed by FDOT. This program produces estimates for ridership, revenue hours and miles, vehicle requirements, costs, and other service and service area metrics.

G.2. Base Year Scenario

In order to produce future estimates for the proposed changes to JTA's services, a base year network was created to calibrate the model so that the TBEST estimates were consistent with the observed ridership. This section outlines the configuration and process used for base year validation.

G.2.1. Base Year Scenario Configuration

G.2.1.1. Network, Routes, and Fares

The JTA network were imported using the TBEST Network Import Tool. The JTA GTFS files reflect the service data range from 1/22/2024 to 6/2/2024. After import, route types and fare levels were reviewed and set to **Table G-1**.

Table G-1: Jacksonville Transit Authority Fare Levels

JTA Route	TBEST Route Type	Fare
Local Buses (Route 1-53, 80-82, and 102-109)	Bus – Radial	$1.75
Express Buses (Route 60, 202, and Express Select Routes)	Bus – Express	$1.75
Flex Routes (Clay County Flex Routes 900-905 and Nassau County Flex Route N1 and N2)	Bus – Flex	$1.75
Skyway and U^{2}C (Skyway and Route 400-418)	Heavy Rail – Radial	$0.00
Ferry	Ferry – Radial	$1.75

G.2.1.2. Service Area Wages

For base year scenarios, mean annual income was set to $65,933 based on Duval County statistics. The source for this statistic is from Average Wages and Salaries (CAINC30) from the Bureau of Economic Analysis, for the year 2021. This is the TBEST-recommended source for this measure. The annual growth rate was set to zero for the base year based on the TBEST User's Guide.

G.2.1.3. Employment Data Source

The 2024 zonal employment data based on NERPM was used. The 2024 data was not available and was interpolated based on 2019 and 2050 zonal employment data from NERPM.

G.2.1.4. Service Cost

Operational cost was set to $10.67 per service mile, based on the data from JTA GTFS feed.

G.2.1.5. Observed Ridership

Observed ridership for JTA routes were used to calibrate the results of the model. Average weekday, Saturday, and Sunday ridership for January 2024 through March 2024 were analyzed. The average daily ridership numbers are shown in **Table G-2**.

Table G-2: Observed Average Daily Ridership by Route

Route Number	Route Name	Observed Average Daily Ridership		
		Weekday	Saturday	Sunday
1	North Main	1,935	1,074	705
3	Moncrief	1,445	772	523
4	Kings	660	267	192
8	Beach/Town Center	1,122	710	471
10	Atlantic	952	532	371
11	A Philip Randolph	422	188	143
12	Myrtle/Lem Turner	640	294	235
13	Commonwealth/Lane	817	495	338
14	Edison	939	530	317
16	Riverside/Wilson	462	296	166
17	St. Augustine	403	244	182
18	Atlantic/Monument	385	260	201
19	Arlington	1,152	644	424
21	Boulevard/Gateway	289	202	144
22	Avenue B	349	287	168
23	Townsend/Southside	338	246	163
24	Mayport	80	55	45
25	San Jose	155	123	98
27	Philips/Avenues	221	96	75
28	Sunbeam/Southside	107	77	
30	Cecil	192	115	76
31	FSCJ Kent/Argyle Village	277	324	242
32	McDuff	124	54	
50	University	633	363	252
51	Edgewood	358	212	128
53	Commonwealth/Cassat	587	322	217
80	NAS Shuttle	10		
81	Dinsmore Shuttle	63	24	7
82	Amazon Shuttle	35	20	16
202	Mayport Express	30		
107	First Coast Flyer Blue Line	673	380	231
102	First Coast Flyer Green Line	784	390	247
105	First Coast Flyer Orange Line	692	193	144
109	First Coast Flyer Red Line	898	609	432
900	Clay Flex Red Line	23		
902	Clay Flex Blue Line	53		
903	Clay Flex Magenta Line	3		
904	Clay Flex Green Line	3		
Clay	Clay Express Select	7		
Nassau	Nassau Express Select	5		
St. Johns	St Johns Express Select	6		

Route Number	Route Name	Observed Average Daily Ridership		
		Weekday	Saturday	Sunday
Skyway	Skyway	1,137		
Ferry	Ferry	1,248	1,248	1,248

G.3. Future Year Recommended System Scenario

The future year scenario models all recommended changes to be implemented between 2024 and 2034. Three scenarios, the 2027 Short Term scenario, 2031 Medium Term scenario, and 2034 Long Term scenario were tested.

G.3.1. Future Year Scenario Configuration

The TBEST scenarios used for estimating ridership and service characteristics of the proposed 2034 JTA transit network was developed from the base year scenario and modeled similar to the future year test scenario. To build the future network, service characteristics of the routes were changed as outlined below.

G.3.1.1. Network, Routes, and Fares

Proposed services are described in Chapter 8: 10-Year Transit Plan. The changes in network and routes for 2027 Short Term scenario, 2031 Medium Term scenario, and 2034 Long Term scenario are described in **Table G-3**, **Table G-4**, and **Table G-5**, respectively. Fare prices from the base year were preserved by route type.

Table G-3: 2027 Short Term Scenario Network and Route Changes.

Package / Location	Route(s)	Changes
Biscayne Village - Beeghly Heights - Airport	• Route 60 Airport Express • Route 1 North Main	**Route 60** • Increase service to 30 minutes all day for weekdays and weekends. • Increase span to midnight all days. **Route 1** • Connect the Green Line/Armsdale with Sheffield Regional Park, connecting to the 1A, distribution centers/ employment on Vantage Way west of I-95, and River City Marketplace. • 30-minute service all day on weekdays and weekends.
Downtown Local Service	• Route 11 A. Phillip Randolph	• Increase to 30-minute service on weekends. No alignment changes.
Murray Hill - Oakhurst - Tallerand	• Route 51 Edgewood	• 30-minute service all day every day.
Route 19	• Route 19 Arlington/Beaches	• Increase weekend service to 30-minute all day. No alignment changes.
Route 12	• Route 12 Myrtle Ave	• Increase weekend service to 30-minute headways.
Nassau Express Select	• Nassau Express Select	• Add a stop to serve River City Marketplace. • This stop was added, along with another stop at 12356 Max Leggett Pkwy, mimicking the way JTA Route 1 serves this area.
Route 53 Truncation	• Route 13 Commonwealth/Lane • Route 53 Commonwealth/Cassat	**Route 13** • Increase to 30-minute service on weekdays, all day. • No alignment changes. **Route 53** • Truncate route to end at James Weldon Johnson College Preparatory Middle School or vicinity

Package / Location	Route(s)	Changes
		(eliminate east-west portion). • Increase to 30-minute service all day on weekdays.
U^2C	• Route 418 Central to Sports Complex (Bay Street)	• Add service with 5-minute headway.

Table G-4: 2031 Medium Term Scenario Network and Route Changes

Package / Location	Route(s)	Changes
Jacksonville Beach	• Route 10 Atlantic Blvd • Route 24 Mayport Road • Route 18 Atlantic/Monument • Sandalwood ReadiRide	**Route 10** • Extend route to Kings Ave Station, follow Atlantic Blvd. • Shift all trips to short pattern; long pattern segment A1A transferred to Route 24. • Increase weekday service to 30-minute all day with 20 min. peak service. • Increase weekend service to 30-minute • All trips go to Regency Square Mall. **Route 24** • New long pattern: extend from current southern terminus (Atlantic Village) to Route 10's previous southern terminus (South Beach). • Revise short pattern terminus to eliminate one-way loop and improve Route 10 connections. • Short pattern: Increase to 30-minute all days, all times • Long pattern: Maintain 60-minute all days, all times **Route 18** • Discontinue route. **Sandalwood ReadiRide** • Create new zone.
South Metro	• Route 17 St. Augustine	• Increase weekday service to 30 minutes.
Downtown Local Service	• Route 21 Boulevard	• Increase to 30-minute service on all days.
College Park	• Route 4 Kings Road • Route 22 Avenue B	**Route 4** • Increase weekday peak service to 20 minutes. • No alignment changes. **Route 22** • Convert to crosstown service south of 13th St. • Shift service from Kings Rd, instead use 13th, Myrtle, 8th, and Pearl, to reach JTRC. • Increase service to 30-minute all days, all times. Extend span to midnight all days.
Route 32	• Route 32 McDuff	• Convert to crosstown route by truncating alignment south of Amtrak station and extend it east to Phoenix Ave loop (Route 11). • 30-minute service all day every day.
Route 40	• Route 40 Airport Center/New Berlin	• Connect the Green Line/Armsdale with Sheffield Regional Park, connecting to the 1A, distribution centers/ employment on Vantage Way west of I-95, and River City Marketplace. • 30-minute service all day on weekdays and weekends.
Highlands ReadiRide	• Highlands ReadiRide	• Extend zone to cover First Coast High School and Publix.

Package / Location	Route(s)	Changes
Route 31 Elimination	• Route 31 Park/Blanding • Route 41 Rampart/Ricker • Route 16 Riverside/Wilson • Oak Leaf ReadiRide	**Route 41** • Add a new route connecting Orange Park Mall with 103rd Street/Oak Hill Park. • 30-minute service all day, weekdays and weekends **Route 16** • Short turn pattern between JRTC and FCF Orange Line (Blanding Blvd) added to full alignment. • Same span as original route. • 30-minute service all day on all days. **Oak Leaf ReadiRide** • Extend the zone to Belair-Meadowbrook Terrace west of Blanding Blvd, northern portions of Oakleaf west of Settlers Landing, and south towards Oakleaf Plantation.
U^2C	• Route 418 Central to Sports Complex (Bay Street)	• Add service with 5-minute headway.

Table G-5: 2034 Long Term Scenario Network and Route Changes

Package / Location	Route(s)	Changes
Baymeadows - Deerwood - UNF	• Route 8 Beach Blvd • Route 23 Townsend/Southside • Route 28 Southside/Sunbeam	**Route 8** • Discontinue FSCJ South pattern as it duplicates FCF Red Line, which will receive more service. • Extend the Town Center pattern east past UNF and north on Kernan Blvd to terminate at Publix at Kernan Square. • Increase to 30-minute on weekdays, all day. **Route 23** • Truncate, make Regency Square Mall northern terminus. • Realign to use St. Johns Bluff Rd (new stops), swap alignment with Route 28 to serve Southside Blvd, Derwood Park Blvd. • Increase to 30-minute service every day. **Route 28** • Extend route north of St. Johns Town Center to mimic Route 8 alignment through UNF, Kernan Blvd, ending at Publix at Kernan Square. • Switch alignments with Route 23 to serve Baymeadows Rd, IKEA on Gate Pkwy. • Extend southern terminus to Mandarin Corners Shopping Center in Mandarin. • Increase to 30-minute service all day on weekdays. • Add Sunday service, 60-minute all day • Extend span of service to midnight on weekdays and weekends.
South Metro	• Route 25 San Jose Blvd • Miramar/Larson ReadiRide	**Route 25** • Discontinue route. **Miramar/Larson ReadiRide** • Create new zone.
Route 50	• Route 50 University	• Increase to 30-minute service on both patterns. • Increase weekend service to 60-minute all day. • No alignment changes.
Skyway	• Skyway	• Expand weekday span (5am-10pm) • Add weekend service (6am-8pm)

Package / Location	Route(s)	Changes
		• Increase headways to 8 min. peak and 16 min. off-peak.
Route 14	• Route 14 Normandy • Route 15 Normandy	• Resurrect the old Route 15, running along Post Street to the Walmart on Normandy Blvd. • Route 14 would run along Lennox Ave and beyond I-295. • Both routes would increase weekday service to 30 minutes and weekend service to 60 minutes.
Route 30	• Route 30 103rd Street	• Add weekday short turn pattern between downtown and Edgewood for 15-min service.
U²C	• Route 408 Rosa Parks to UF Health • Route 412 Kings Ave to San Marco East • Route 414 Five Points to Brooklyn • Route 416 San Marco to Medical Center • Route 418 Central to Sports Complex (Bay Street)	• Add service with 5-minute headway.

Employment and Socio-Economic Data

As in the future year test scenarios, 2027, 2031, and 2034 employment data was developed through interpolation of the NERPM datasets for the years 2019 and 2050.

Service Cost and Layover

Operational cost was kept the same as base year, set to $10.67 per service mile.

Ridership Validation

Validation factors were applied from the base year scenario at the route level for all routes still in service in future year scenarios. New routes use validation factors according to the average adjustment for routes with the same vehicle type and classification. **Table G-6** contains the validation factors applied to each route in the future year scenario.

Table G-6: Applied Validation Factors

Route Number	Route Name	Applied Validation Factors		
		Weekday	Saturday	Sunday
1	North Main	0.79	1.79	1.62
3	Moncrief	0.42	1.10	1.01
4	Kings	0.37	0.84	0.80
8	Beach/Town Center	0.77	1.40	1.49
10	Atlantic	0.74	1.10	1.19
11	A Philip Randolph	0.31	0.84	0.73
12	Myrtle/Lem Turner	0.33	0.89	0.89
13	Commonwealth/Lane	0.65	1.56	1.42
14	Edison	0.91	1.60	1.44
16	Riverside/Wilson	0.40	0.68	0.57

Route Number	Route Name	Applied Validation Factors		
		Weekday	Saturday	Sunday
17	St. Augustine	0.70	0.92	1.10
18	Atlantic/Monument	0.38	0.79	0.86
19	Arlington	0.56	1.62	1.40
21	Boulevard/Gateway	0.25	0.87	0.77
22	Avenue B	0.25	0.93	0.71
23	Townsend/Southside	0.23	0.38	0.39
24	Mayport	0.61	0.95	1.30
25	San Jose	0.27	0.61	0.69
27	Philips/Avenues	0.46	0.49	0.67
28	Sunbeam/Southside	0.25	0.37	--
30	Cecil	0.76	1.11	1.25
31	FSCJ Kent/Argyle Village	0.36	1.01	1.15
32	McDuff	0.14	0.30	--
50	University	0.57	0.78	0.83
51	Edgewood	0.29	0.56	0.48
53	Commonwealth/Cassat	0.38	0.65	0.67
80	NAS Shuttle	0.29	--	--
81	Dinsmore Shuttle	1.27	1.54	1.11
82	Amazon Shuttle	8.18	4.05	6.22
202	Mayport Express	0.13	--	--
107	First Coast Flyer Blue Line	1.51	3.27	3.33
102	First Coast Flyer Green Line	0.73	1.87	1.65
105	First Coast Flyer Orange Line	1.38	1.30	1.55
109	First Coast Flyer Red Line	1.25	3.61	3.86
900	Clay Flex Red Line	0.26	--	--
902	Clay Flex Blue Line	1.17	--	--
903	Clay Flex Magenta Line	2.75	--	--
904	Clay Flex Green Line	0.94	--	--
Clay	Clay Express Select	0.02	--	--
Nassau	Nassau Express Select	0.02	--	--
St. Johns	St Johns Express Select	0.04	--	--
Skyway	Skyway	1.21	--	--
Ferry	Ferry	411.75	354.27	564.83

G.3.2. Future Year Scenario Results

Ridership estimates by route, with the applied validation factors, for the proposed 2027 Short Term scenario, 2031 Medium Term scenario, and 2034 Long Term scenario, are shown in **Table G-7**, **Table G-8**, and **Table G-9**, respectively.

Table G-7: 2027 Short Term Scenario Average Daily Ridership by Route

Route Number	Route Name	Average Daily Ridership Forecast		
		Weekday	Saturday	Sunday
1	North Main	2,390	1,419	1,152
3	Moncrief	1,576	844	589
4	Kings Road	729	289	211
8	Beach Blvd	1,166	738	492

Route Number	Route Name	Average Daily Ridership Forecast		
		Weekday	Saturday	Sunday
10	Atlantic Blvd	1,001	559	392
11	A. Phillip Randolph	462	295	241
12	Myrtle Ave	545	367	306
13	Commonwealth/Lane	1,134	561	377
14	Normandy	1,044	578	354
15	Normandy	--	--	--
16	Riverside/Wilson	508	331	190
17	St. Augustine	423	256	193
18	Atlantic/monument	409	284	223
19	Arlington/Beaches	1,184	908	629
21	Boulevard	312	234	172
22	Avenue B	378	317	190
23	Townsend/Southside	332	235	155
24	Mayport Road	85	56	46
25	San Jose Blvd	162	129	104
27	Phillips Hwy/Avenues Walk	231	100	79
28	Southside/Sunbeam	112	80	--
30	103rd Street	219	131	89
31	Park/Blanding	298	368	283
32	McDuff	147	64	--
40	Airport Center/New Berlin	--	--	--
41	Rampart/Ricker	--	--	--
50	University	655	393	276
51	Edgewood	518	341	219
53	Commonwealth/Cassat	437	330	226
60	Airport Express	10	63	37
80	NAS Shuttle	11	--	--
81	Dinsmore Shuttle	67	25	7
82	Amazon Shuttle	37	20	17
202	Mayport Express	31	--	--
900	Clay Flex Red Line	24	--	--
902	Clay Flex Blue Line	54	--	--
903	Clay Flex Magenta Line	3	--	--
904	Clay Flex Green Line	3	--	--
905	New Route (Orange Park Mall to Middleburg VA Clinic)	--	--	--
107	Blue Line – Avenues Walk	706	404	250
102	Green Line – Armsdale	837	478	320
105	Orange Line – Orange Park Mall	746	225	176
109	Red Line – Arlington/Beaches	937	658	479
Ferry	St Johns River Ferry	1,092	1,241	1,241
Skyway	Existing Skyway	1,238	--	--
400	Skyway U2C - JRTC to Rosa Parks	--	--	--
401	Skyway U2C - JRTC to Kings Ave	--	--	--
402	Skyway U2C - JRTC to Brooklyn	--	--	--
408	Skyway U2C - Rosa Parks to UF Health Extension	--	--	--
412	Skyway U2C - Kings Ave to San Marco East Extension	--	--	--

Route Number	Route Name	Average Daily Ridership Forecast		
		Weekday	Saturday	Sunday
414	Skyway U2C - Five Points to Brooklyn Extension	--	--	--
416	Skyway U2C - San Marco to Medical Center Extension	--	--	--
418	Skyway U2C - Bay Street - Central to Sports Complex Extension with West Loop	1,672	--	--
Clay	Clay Express Select	8	--	--
St. Johns	St. Johns Express Select	6	--	--
Nassau	Nassau Express Select	6	--	--
N1	Nassau Flex Blue Line	--	--	--
N2	Nassau Flex Red Line	--	--	--
Totals		23,945	13,321	9,715

Table G-8: 2031 Medium Term Scenario Average Daily Ridership by Route

Route Number	Route Name	Average Daily Ridership Forecast		
		Weekday	Saturday	Sunday
1	North Main	2,539	1,654	1,396
3	Moncrief	1,721	954	677
4	Kings Road	802	339	255
8	Beach Blvd	1,302	810	545
10	Atlantic Blvd	861	503	440
11	A. Phillip Randolph	512	356	296
12	Myrtle Ave	590	440	383
13	Commonwealth/Lane	1,218	634	432
14	Normandy	1,096	606	384
15	Normandy	--	--	--
16	Riverside/Wilson	738	562	324
17	St. Augustine	679	289	222
18	Atlantic/monument	--	--	--
19	Arlington/Beaches	1,302	1,006	720
21	Boulevard	446	428	339
22	Avenue B	464	467	292
23	Townsend/Southside	393	309	217
24	Mayport Road	382	291	254
25	San Jose Blvd	181	142	117
27	Phillips Hwy/Avenues Walk	262	103	80
28	Southside/Sunbeam	128	87	--
30	103rd Street	250	155	109
31	Park/Blanding	359	430	338
32	McDuff	334	203	184
40	Airport Center/New Berlin	118	109	64
41	Rampart/Ricker	181	173	110
50	University	1,124	459	334
51	Edgewood	567	402	272
53	Commonwealth/Cassat	490	409	292
60	Airport Express	11	79	48
80	NAS Shuttle	12	--	--

Route Number	Route Name	Average Daily Ridership Forecast		
		Weekday	Saturday	Sunday
81	Dinsmore Shuttle	70	26	8
82	Amazon Shuttle	39	21	17
202	Mayport Express	37	--	--
900	Clay Flex Red Line	26	--	--
902	Clay Flex Blue Line	59	--	--
903	Clay Flex Magenta Line	3	--	--
904	Clay Flex Green Line	3	--	--
905	New Route (Orange Park Mall to Middleburg VA Clinic)	--	--	--
107	Blue Line – Avenues Walk	852	494	319
102	Green Line – Armsdale	989	625	440
105	Orange Line – Orange Park Mall	974	295	235
109	Red Line – Arlington/Beaches	1,137	816	618
Ferry	St Johns River Ferry	1,997	1,296	1,307
Skyway	Existing Skyway	1,319	--	--
400	Skyway U2C - JRTC to Rosa Parks	--	--	--
401	Skyway U2C - JRTC to Kings Ave	--	--	--
402	Skyway U2C - JRTC to Brooklyn	--	--	--
408	Skyway U2C - Rosa Parks to UF Health Extension	--	--	--
412	Skyway U2C - Kings Ave to San Marco East Extension	--	--	--
414	Skyway U2C - Five Points to Brooklyn Extension	--	--	--
416	Skyway U2C - San Marco to Medical Center Extension	--	--	--
418	Skyway U2C - Bay Street - Central to Sports Complex Extension with West Loop	1,808	--	--
Clay	Clay Express Select	8	--	--
St. Johns	St. Johns Express Select	6	--	--
Nassau	Nassau Express Select	6	--	--
N1	Nassau Flex Blue Line	22	12	7
N2	Nassau Flex Red Line	21	12	7
Totals		28,438	15,996	12,082

Table G-9: 2034 Long Term Scenario Average Daily Ridership by Route

Route Number	Route Name	Average Daily Ridership Forecast		
		Weekday	Saturday	Sunday
1	North Main	2,709	1,882	1,699
3	Moncrief	1,833	1,003	728
4	Kings Road	854	362	280
8	Beach Blvd	1,068	683	491
10	Atlantic Blvd	908	568	500
11	A. Phillip Randolph	546	405	361
12	Myrtle Ave	628	480	432
13	Commonwealth/Lane	1,300	674	469
14	Normandy	1,062	534	363
15	Normandy	574	275	220
16	Riverside/Wilson	803	630	373
17	St. Augustine	731	313	245
18	Atlantic/monument	--	--	--
19	Arlington/Beaches	1,391	1,092	823
21	Boulevard	479	472	392
22	Avenue B	499	517	337
23	Townsend/Southside	231	224	137
24	Mayport Road	388	296	260
25	San Jose Blvd	--	--	--
27	Phillips Hwy/Avenues Walk	286	110	87
28	Southside/Sunbeam	299	180	109
30	103rd Street	468	308	215
31	Park/Blanding	393	484	389
32	McDuff	377	235	219
40	Airport Center/New Berlin	122	113	68
41	Rampart/Ricker	203	206	138
50	University	1,187	466	337
51	Edgewood	601	428	294
53	Commonwealth/Cassat	540	466	338
60	Airport Express	12	92	58
80	NAS Shuttle	14	--	--
81	Dinsmore Shuttle	72	26	8
82	Amazon Shuttle	41	21	17
202	Mayport Express	39	--	--
900	Clay Flex Red Line	57	29	16
902	Clay Flex Blue Line	269	123	70
903	Clay Flex Magenta Line	19	29	17
904	Clay Flex Green Line	12	15	7
905	New Route (Orange Park Mall to Middleburg VA Clinic)	143	125	74
107	Blue Line – Avenues Walk	952	592	410
102	Green Line – Armsdale	1,047	687	501
105	Orange Line – Orange Park Mall	1,080	337	273
109	Red Line – Arlington/Beaches	1,210	916	747
Ferry	St Johns River Ferry	2,010	1,298	1,308
Skyway	Existing Skyway	2,351	868	782
400	Skyway U2C - JRTC to Rosa Parks	1,883	--	--

Route Number	Route Name	Average Daily Ridership Forecast		
		Weekday	Saturday	Sunday
401	Skyway U2C - JRTC to Kings Ave	2,084	--	--
402	Skyway U2C - JRTC to Brooklyn	1,491	--	--
408	Skyway U2C - Rosa Parks to UF Health Extension	1,831	--	--
412	Skyway U2C - Kings Ave to San Marco East Extension	252	--	--
414	Skyway U2C - Five Points to Brooklyn Extension	530	--	--
416	Skyway U2C - San Marco to Medical Center Extension	608	--	--
418	Skyway U2C - Bay Street - Central to Sports Complex Extension with West Loop	2,098	--	--
Clay	Clay Express Select	9	--	--
St. Johns	St. Johns Express Select	7	--	--
Nassau	Nassau Express Select	6	--	--
N1	Nassau Flex Blue Line	23	13	7
N2	Nassau Flex Red Line	22	12	7
Totals		40,652	18,589	14,606

G.4. Limitations

TBEST is a stop-level land-use based ridership estimation model and thus is limited by the accuracy of population and employment forecasts and the size of data geometries available. All modeling was based on TAZ-level employment data and parcel-level population and land use data. Smaller geometries provide more precise estimates in a given area but may increase the uncertainty of forecasts within each geometry.

Ridership validation at the route level ensures that the model produces ridership estimates based on existing conditions. However, estimation for new routes or routes with significant changes may have limited accuracy due to differences from the base year in route length, available transfers, land uses served, or levels of service. In these cases, the applicability of base year validation factors is reduced.

Running times, layover time, and revenue hours calculated by the model are limited by the software's and modeler's abilities to estimate in-vehicle travel times for each route pattern by time of day. When the alignment or length of a route changes, TBEST uses the original average speed to predict new running times. For new routes or significant changes to existing routes, the modeler estimated running times for each time period. Since layover time and revenue hours are estimated based on running times and interlining, these outputs are directly limited by the accuracy of these in-vehicle travel time estimates and lack of block scheduling in TBEST.

TBEST does not model non-revenue aspects of fixed-route operations. Therefore, future year estimates for deadhead hours and deadhead miles were calculated based on the existing proportion of revenue to non-revenue hours and miles for each route. The proportions of deadhead time and distance for new routes were selected from existing routes with similar operational characteristics.

JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX H: READIRIDE RIDERSHIP ESTIMATION

May 2025













CONTENTS

H. ReadiRide Ridership Estimation H-1
H.1. Introduction H-1
H.2. Methodology and Results H-1
H.2.1. First Phase (2025-2027) H-1
H.2.2. Second Phase (2028-2034) H-4
H.3. Data Sources H-7
H.4. Limitations H-7

FIGURES

No figures.

TABLES

Table H-1: 2024 Ridership and Demographic Information for ReadiRide Zones H-2
Table H-2: Total Population and Employment Forecast for ReadiRide Zones H-2
Table H-3: Projected Annual Vehicle Trips for ReadiRide Zone (2025-2027) H-3
Table H-4: Projected Annual Vehicle Trips for ReadiRide Zone (2025-2027) H-3
Table H-5: Cost Estimates for All ReadiRide Zones (2025-2027) H-4
Table H-6: Projected Ridership for ReadiRide Zone (2028-2035) H-5
Table H-7: Projected Annual Vehicle Trips for ReadiRide Zone (2028-2034) H-5
Table H-8: Projected Annual Revenue Miles for ReadiRide Zone (2025-2027) H-6
Table H-9: Projected Annual Vehicle Trips and Revenue Miles for ReadiRide Zone (2028-2035, Weekday) H-6
Table H-10: Cost Estimates for All ReadiRide Zones (2025-2027) H-7

H. READIRIDE RIDERSHIP ESTIMATION

H.1. Introduction

ReadiRide is JTA's demand-response transit service for areas of Duval County and Clay County with persons who have limited access to fixed-route transit. The service began in December 2018 with five zonal service areas and was expanded to include nine additional zones. Currently, JTA operates fourteen zones; this TDP proposes to expand ReadiRide service to 16 total zones by 2035 and to convert it to "true" microtransit with a dynamic scheduling application and same-day service. This appendix describes the methodology used to estimate ridership, revenue miles, and operating costs for each existing and proposed ReadiRide zone between 2025 and 2035.

H.2. Methodology and Results

Since the conversion of ReadiRide from its current dial-a-ride model to true microtransit will require time and will not be implemented until approximately 2028, this analysis considers two phases:

- **First Phase:** From 2025 to 2027, ReadiRide zones and service will operate as currently.
- **Second Phase:** From 2028 to 2035, JTA will add two new ReadiRide zones, expand some other zones in concert with other TDP recommended service changes, and implement a new microtransit operating model.

In both phases, cost estimates were based on a direct total cost of $29.64 per trip. Estimates of revenue and non-revenue miles in the second phase were based on typical intra-zonal trip distances from Replica, a travel behavior software based on collected opportunistic travel information.

H.2.1. First Phase (2025-2027)

As discussed in other parts of this TDP, ReadiRide service ridership under the current model is relatively predictable based on population and employment in each service zone. Therefore, for the first phase of ReadiRide implementation (2025-2027), the project team estimated ridership in each of these years proportional to the change in population and employment in each zone. This approach assumes that the trip generation rate is fundamentally influenced by the number of residents and workers. By utilizing the existing ridership data, population, and employment, a ratio is calculated that reflects transit usage per capita in each zone. This ratio serves as a baseline for projecting future ridership.

The project team estimated future population and employment using the Northeast Regional Planning Model (NERPM)'s socioeconomic data, interpolating annual estimates between the 2024 and 2034 model years.

H.2.1.1. Ridership Estimation

Ridership for each of the existing fourteen ReadiRide zones was calculated using the methodology for the first phase of implementation. The annual transit ridership and the total number of population and employment within the JTA service area is shown in **Table H-1**.

Table H-1: 2024 Ridership and Demographic Information for ReadiRide Zones

ReadiRide Zone	Annual Ridership	Total Population and Employment	ReadiRide Usage per Capita
Arlington	2,868	47,776	0.060
Beaches-Mayport	1,932	85,440	0.023
Collins Road	504	23,194	0.022
Highlands	7,008	51,424	0.136
Mandarin	1,296	65,715	0.020
Northside	2,316	37,225	0.062
Oakleaf	396	28,976	0.014
Pritchard	2,124	15,835	0.134
Southeast	2,316	34,857	0.066
Southside	684	66,515	0.010
Talleyrand	1,320	78,381	0.017
University	5,220	91,516	0.057
Wheat Road	420	36,239	0.012
Woodstock	768	74,008	0.010

Table H-2 shows the population and employment forecast data for 2025-2027 for each zone. This forecast is based on interpolations of the 2024 and 2034 model years of NERPM socioeconomic data.

Table H-2: Total Population and Employment Forecast for ReadiRide Zones

ReadiRide Zone	Annual Growth Rate	2025	2026	2027
Arlington	0.011	48,319	48,862	49,406
Beaches-Mayport	0.018	86,758	88,076	89,394
Collins Road	0.012	23,464	23,734	24,003
Highlands	0.018	52,399	53,375	54,350
Mandarin	0.012	66,592	67,470	68,348
Northside	0.017	37,784	38,343	38,902
Oakleaf	0.018	29,321	29,666	30,010
Pritchard	0.023	16,191	16,548	16,904
Southeast	0.019	35,476	36,095	36,715
Southside	0.023	67,520	68,525	69,530
Talleyrand	0.017	80,070	81,758	83,446
University	0.019	93,241	94,965	96,690
Wheat Road	0.011	36,633	37,027	37,421
Woodstock	0.020	75,517	77,026	78,535

The projected ridership for each ReadiRide zone from 2025-2027 is shown in **Table H-3**. Projected ridership for each zone is calculated by multiplying the population and employment data in **Table H-2** by the transit usage per capita rates from **Table H-1**.

Table H-3: Projected Annual Vehicle Trips for ReadiRide Zone (2025-2027)

ReadiRide Zone	2025 Projected Vehicle Trips	2026 Projected Vehicle Trips	2027 Projected Vehicle Trips
Arlington	2,302	2,328	2,355
Beaches-Mayport	1,557	1,581	1,605
Collins Road	405	409	414
Highlands	5,660	5,759	5,860
Mandarin	1,042	1,056	1,070
Northside	1,861	1,884	4,069
Oakleaf	318	322	326
Pritchard	1,724	1,762	1,802
Southeast	1,871	1,904	1,938
Southside	551	559	568
Talleyrand	1,068	1,088	1,109
University	4,221	4,300	4,382
Wheat Road	337	341	344
Woodstock	622	635	648

H.2.1.2. Revenue Miles Estimation

Revenue miles in the first phase are calculated using the number of projected vehicles trips in each zone, multiplied by the average trip distance for the internal trips within each zone, estimated using Replica data. For first phase (2025-2027), the number of projected vehicle trips are calculated by using projected ridership divided by the existing vehicle occupancy rate, which is known to be 1.26 passengers per trip. The projected annual vehicle trips for each ReadiRide zone from 2025-2027 is shown in **Table H-4**.

Table H-4: Projected Annual Vehicle Trips for ReadiRide Zone (2025-2027)

ReadiRide Zone	Average Internal Trip Distance (mi)	Revenue Miles - 2025	Revenue Miles - 2026	Revenue Miles - 2027
Arlington	2.33	5,364	5,425	5,486
Beaches-Mayport	3.12	4,858	4,933	5,009
Collins Road	2.67	1,080	1,093	1,106
Highlands	3.37	19,073	19,408	19,748
Mandarin	2.49	2,595	2,630	2,665
Northside	1.83	3,405	3,447	7,446
Oakleaf	3.15	1,002	1,014	1,026
Pritchard	1.91	3,292	3,366	3,442
Southeast	3	5,612	5,712	5,813

Southside	2.33	1,284	1,303	1,323
Talleyrand	1.92	2,050	2,090	2,130
University	2.54	10,721	10,923	11,129
Wheat Road	2.2	741	749	758
Woodstock	2.12	1,319	1,345	1,373

H.2.1.3. Cost Estimation

The operating cost estimates for both phases of ReadiRide implementation are based on the number of projected vehicles trips in each zone. The total annual vehicle trips are multiplied by the cost per vehicle trip to calculate the annual service cost. The annual operating cost for first phase of implementation (2025-2027) is displayed in Table H-5, which reflects JTA' ReadiRide cost per vehicle trip ($29.64).

Table H-5: Cost Estimates for All ReadiRide Zones (2025-2027)

2025 Estimated Operating Cost	2026 Estimated Operating Cost	2027 Estimated Operating Cost
$698,099.28	$709,961.99	$721,824.70

H.2.2. Second Phase (2028-2034)

The second phase of ReadiRide would begin in 2028 and become a fundamentally different service: in addition to an expanded service area and a longer span, the technological improvements would make the service more convenient. Taken together with successful marketing, ReadiRide utilization should rise considerably over the course of the remaining years of the TDP as the kind of travel it supports expands. This calls for a different estimation methodology, as the trip generation rate would change.

The project team used microtransit zonal productivity at maturity from peer agencies as the target for zonal trip-making in 2034, in this case two trips generated per revenue hour of service. Having already estimated trip-making and revenue hours for 2027, the project team estimated the year-over-year growth rate in trips per revenue hour between 2027 and 2034 and then used this growth rate to project trip-making and revenue hours in the intervening years.

H.2.2.1. Ridership Estimation

Projected ridership for the proposed ReadiRide zones from 2028 to 2035 is calculated using the methodology for the second phase of implementation. Projected ridership in 2028, 2031, and 2034 for each ReadiRide zone is shown in **Table H-6**. The trips appear to converge on the same number in 2034 because ReadiRide service provision is based on demand and therefore the project team estimated future total revenue hours as an average for all sixteen future zones based on the number of revenue hours available in the proposed span. Nevertheless, each zone's trip generation growth rate is estimated based on its trip generation in 2027, hence the convergence in the final year but variation in the intervening years.

Table H-6: Projected Ridership for ReadiRide Zone (2028-2035)

ReadiRide zone	Trips - 2028	Trips - 2031	Trips - 2034
Arlington	2,811	4,783	8,138
Beaches-Mayport	2,024	4,059	8,138
Collins Road	634	2,271	8,138
Highlands	7,000	11,934	20,345
Mandarin	1,430	3,412	8,138
Miramar/Larson	3,489	5,329	8,138
Northside	4,493	6,047	8,138
Oakleaf	516	2,049	8,138
Pritchard	2,235	4,265	8,138
Sandalwood	2,486	4,498	8,138
Southeast	2,379	4,400	8,138
Southside	831	2,600	8,138
Talleyrand	1,475	3,464	8,138
University	5,456	10,536	20,345
Wheat Road	541	2,098	8,138
Woodstock	930	2,751	8,138

H.2.2.2. Revenue Miles Estimation

For both phases of implementation, revenue miles are calculated using the number of projected vehicles trips in each zone, multiplied by the average trip distance for the internal trips within each zone. As for first phase, the number of projected vehicle trips in the second phase are calculated by using projected ridership divided by existing vehicle occupancy rate, which is 1.26. The projected annual vehicle trips for each ReadiRide zone from 2028-2034 is shown in **Table H-7**.

Table H-7: Projected Annual Vehicle Trips for ReadiRide Zone (2028-2034)

ReadiRide Zone	2028 Projected Vehicle Trips	2031 Projected Vehicle Trips	2034 Projected Vehicle Trips
Arlington	2,811	4,783	8,138
Beaches-Mayport	2,024	4,059	8,138
Collins Road	634	2,271	8,138
Highlands	7,000	11,934	20,345
Mandarin	1,430	3,412	8,138
Miramar/Larson	3,489	5,329	8,138
Northside	4,493	6,047	8,138
Oakleaf	516	2,049	8,138
Pritchard	2,235	4,265	8,138
Sandalwood	2,486	4,498	8,138
Southeast	2,379	4,400	8,138

ReadiRide Zone	2028 Projected Vehicle Trips	2031 Projected Vehicle Trips	2034 Projected Vehicle Trips
Southside	831	2,600	8,138
Talleyrand	1,475	3,464	8,138
University	5,456	10,536	20,345
Wheat Road	541	2,098	8,138
Woodstock	930	2,751	8,138

The projected annual vehicle miles for each ReadiRide zone from 2025-2027 is shown in **Table H-8**. These are determined by multiplying the vehicle trips in **Table H-7** by the average internal trip distance identified for each zone using Replica data origin-destination trip data, as presented in **Table H-9**.

Table H-8: Projected Annual Revenue Miles for ReadiRide Zone (2025-2027)

ReadiRide Zone	Average Internal Trip Distance (mi)	Revenue Miles - 2025	Revenue Miles - 2026	Revenue Miles - 2027
Arlington	2.33	5,364	5,425	5,486
Beaches-Mayport	3.12	4,858	4,933	5,009
Collins Road	2.67	1,080	1,093	1,106
Highlands	3.37	19,073	19,408	19,748
Mandarin	2.49	2,595	2,630	2,665
Northside	1.83	3,405	3,447	7,446
Oakleaf	3.15	1,002	1,014	1,026
Pritchard	1.91	3,292	3,366	3,442
Southeast	3	5,612	5,712	5,813
Southside	2.33	1,284	1,303	1,323
Talleyrand	1.92	2,050	2,090	2,130
University	2.54	10,721	10,923	11,129
Wheat Road	2.2	741	749	758
Woodstock	2.12	1,319	1,345	1,373

Table H-9: Projected Annual Vehicle Trips and Revenue Miles for ReadiRide Zone (2028-2035, Weekday)

ReadiRide zone	Annual Vehicle Trips	Average Internal Trip Distance	Annual Revenue Miles
Arlington	33,020	2.33	76,937
Beaches-Mayport	74,360	3.12	232,003
Collins Road	4,680	2.67	12,496
Highlands	43,420	3.37	146,325
Mandarin	40,040	2.49	99,700
Miramar/Larson	8,840	1.85	16,354
Northside	4,680	1.83	8,564

ReadiRide zone	Annual Vehicle Trips	Average Internal Trip Distance	Annual Revenue Miles
Oakleaf	42,380	3.15	133,497
Pritchard	2,860	1.91	5,463
Sandalwood	24,180	2.57	62,143
Southeast	14,560	3.00	43,680
Southside	23,920	2.33	55,734
Talleyrand	3,380	1.92	6,490
University	19,240	2.54	48,870
Wheat Road	11,440	2.20	25,168
Woodstock	23,140	2.12	49,057

H.2.2.3. Cost Estimation

The operating cost estimates for both phases of ReadiRide implementation are based on the number of projected vehicles trips in each zone. The total annual vehicle trips are multiplied by the cost per vehicle trip to calculate the annual service cost. The annual operating cost for second phase of implementation (2028-2034) are displayed in **Table H-10,** which reflects JTA' ReadiRide cost per vehicle trip ($29.64).

Table H-10: Cost Estimates for All ReadiRide Zones (2025-2027)

2028 Estimated Operating Cost	2031 Estimated Operating Cost	2034 Estimated Operating Cost
$1,147,947.93	$2,208,008.23	$4,582,996.08

H.3. Data Sources

Existing and future population and employment data for the ReadiRide zones are retrieved from the Northeast Regional Planning Model (NERPM).

The historical ReadiRide ridership, vehicle occupancy rate, cost per vehicle trip, and average trip distance data are received from JTA. Related values, including trip generation rates, are calculated.

The internal trip distance data is from Replica Spring 2024 Places data.

H.4. Limitations

The ridership forecast for the first phase of ReadiRide implementation (2025-2027) is based on NERPM total population and employment data, which is not specifically disaggregated for transportation-disadvantaged populations which may be likelier to use ReadiRide. While transportation disadvantaged populations are more likely to rely on ReadiRide and transit generally, ReadiRide in its current form is a stable feature of the JTA transit network, and so trips per capita is likely a stabilized statistic and therefore reliable for this phase's estimation.

As true microtransit does not yet exist in Jacksonville, the ridership forecast in the second phase is based on a best approximation of what future ridership and trip-making may look like. The project team considered "top-down" methods that use synthetic or modeled travel data to estimate the likelihood that certain users could be converted from driving themselves to microtransit. However, the team determined that Jacksonville's operating environment is similar to other transit agencies who have recently implemented similar microtransit services, and that using complex modeling would lend a false sense of

precision to estimates of trip-making using a service that does not yet exist. Therefore, the second phase ridership estimation is based on observed microtransit zonal trip-making characteristics among peer agencies.

The project team calculated the population and employment for each ReadiRide zone by summarizing block group level census data to the ReadiRide zones. However, ReadiRide zones do not always align with census block group boundaries, so portions of the population and employment are allocated to intersecting ReadiRide zones based on the percentage of overlapped areas between the ReadiRide zones and block groups. This process requires assumption of evenly distributing population and employment density within block groups, which may not accurately reflect actual distribution patterns.

JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX I: PARATRANSIT RIDERSHIP ESTIMATION

May 2025













CONTENTS

I. Paratransit Ridership Estimation I-1
I.1. Methodology I-1
I.2. Data Sources I-1
I.3. Limitations I-2

FIGURES

No figures.

TABLES

Table I-1: Paratransit Ridership Forecast I-1
Table I-2: Data Assumptions and Calculations I-2

I. PARATRANSIT RIDERSHIP ESTIMATION

I.1. Methodology

Future paratransit ridership was estimated based on the change in eligible riders within the existing service area compared to the proposed service area. The methodology identifies the existing travel behaviors of transportation-disadvantaged (TD) populations, calculating an annual paratransit trip rate, and applies the rate to population estimates within the proposed service area to predict demand. The population groups forming potential sources of ridership for paratransit services are identified as follows:

- **Connexion**: Disabled, senior, or low-income populations within 3/4-mile of fixed-route transit services.
- **Connexion Plus**: Disabled, senior, or low-income populations without access to transit services in Duval County.

Estimates of paratransit ridership are provided in **Table I-1**. By 2034, 364,926 paratransit trips are forecasted throughout JTA's service area. Projections of paratransit ridership were combined with an estimate of revenue hours per passenger trip to estimate annual paratransit costs for the ten-year financial plan (see **Chapter 9: Implementation Plan** and **Appendix K: Financial and Implementation Plan**).

Table I-1: Paratransit Ridership Forecast

2024 (Observed Ridership)	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
275,901	324,835	329,290	333,744	338,199	342,653	347,108	351,562	356,017	360,472	364,926

I.2. Data Sources

Projections were based on 2023 data, the most recent year for which required source data was consistently available.

The existing travel patterns of transportation disadvantaged groups and the current shares of the service area populations that are disabled, elderly, and low-income are calculated based on survey data from the U.S. Census' 2023 American Community Survey (ACS). To determine the number of eligible riders with access to fixed-route transit, the project team buffered the existing and proposed fixed-route transit network by ¾-mile and summarized the population of eligible riders living in that buffered area for both service areas in addition to all of Duval County.

Existing paratransit ridership uses FY24 numbers from JTA. For proposed ridership, the ridership growth rate is based on data from the Florida Bureau of Economic and Business Research (BEBR). **Table I-2** provides the data assumptions and calculations used as part of this analysis.

Table I-2: Data Assumptions and Calculations

Data Assumptions and Calculations	
Ridership Growth Rate	**1.41%**
Existing Population of Eligible Riders	423,375
Existing Annual Ridership	275,901
Annual Trips per Population Rate*	**0.65**
Proposed Population of Eligible Riders	484,794
Proposed Network Annual Ridership (pre-growth)**	**315,926**
Existing Annual Revenue Hours	162,245
Revenue Hours per Trip Rate †	**0.59**
Proposed Network Annual Revenue Hours††	**185,782**

**Existing Annual Ridership / Existing Population of Eligible Riders*
***Annual Trips per Population Rate * Proposed Population of Eligible Riders*
†Existing Annual Revenue Hours / Existing Annual Ridership
*††Proposed Annual Ridership * Revenue Hours per Trip Rate*

I.3. Limitations

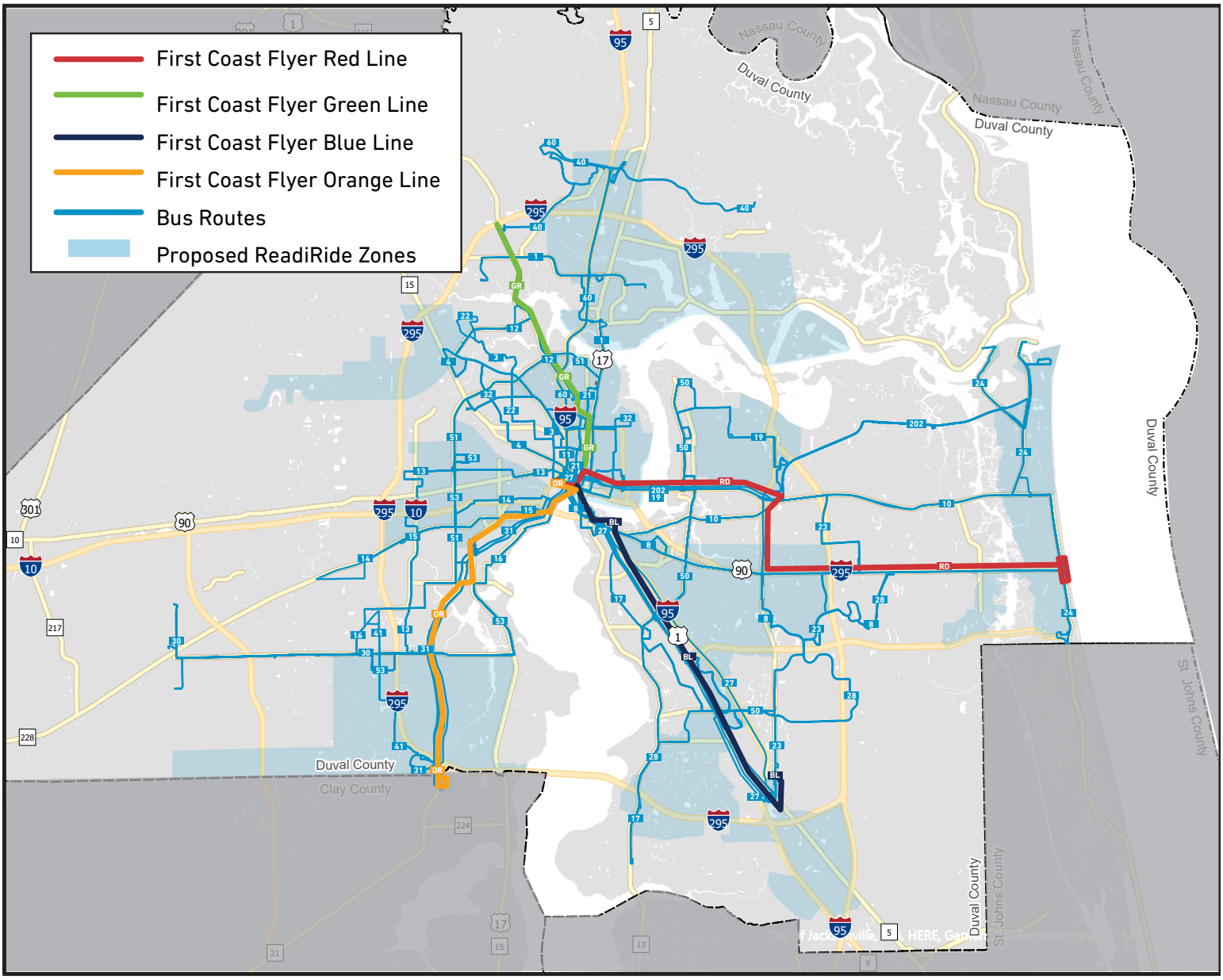
The number of existing and proposed eligible riders are approximations based on available data and guidance from JTA's paratransit eligibility requirements. The estimates do not distinguish whether persons may be a combination of disabled, senior, and/or low-income and may therefore be double counted. Therefore, the existing and proposed populations of eligible riders represent a best approximation but may also represent an overestimation.

JTA Transit Development Plan Major Update 2024 Proposed Visionary Network

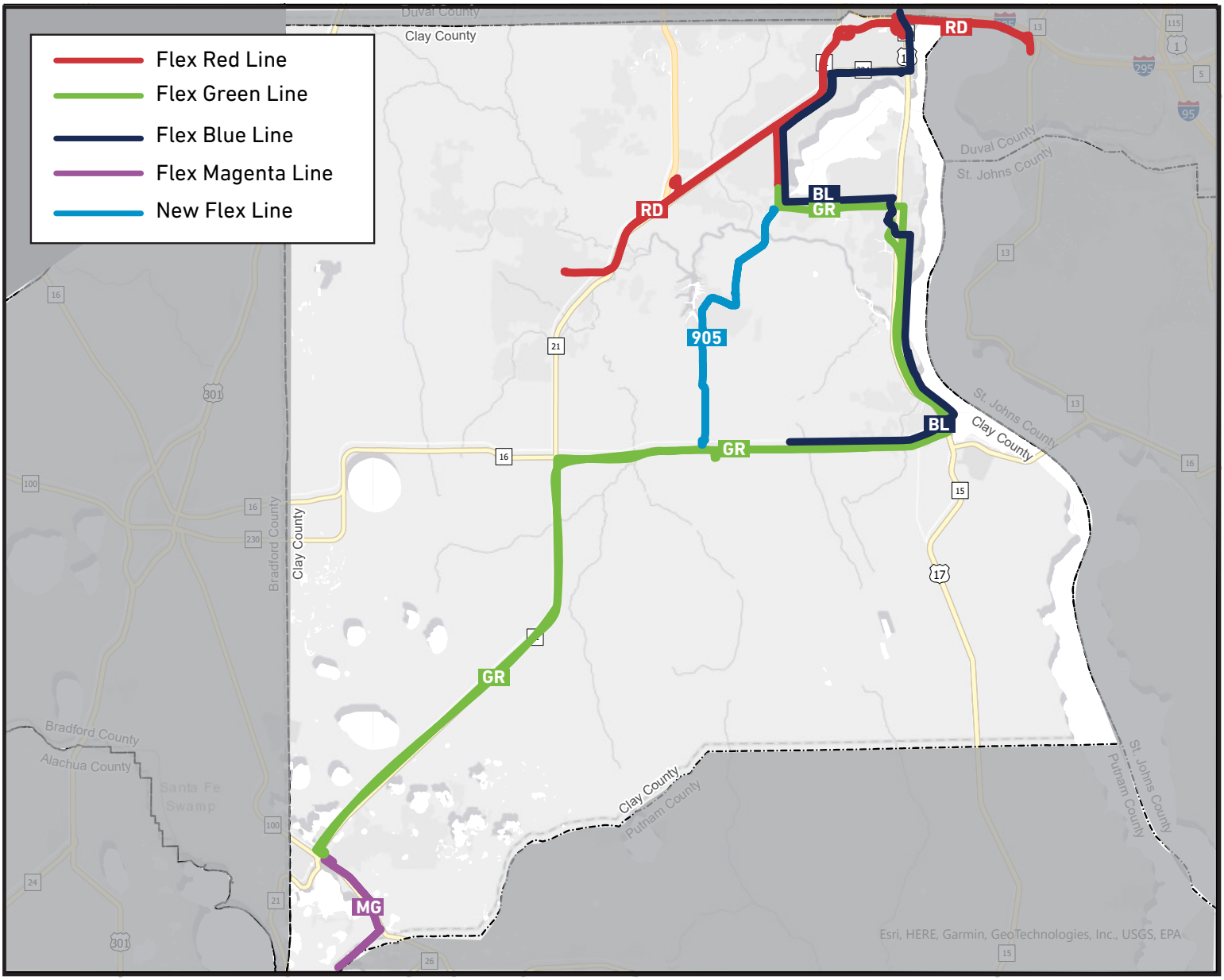
Document Contents

Duval County System Map 3
Clay County System Map 4
Nassau County System Map 5
Red Line Connecting Routes 6
109 Red Line 7
10 Atlantic Blvd 8
18 Atlantic/Monument 9
19 Arlington/Beaches 10
202 Mayport Express 11
23 Townsend/Southside 12
24 Mayport Road 13
28 Southside/Sunbeam 14
50 University 15
8 Beach Blvd 16
Green Line 17
Connecting Routes 17
102 Green Line 18
1 North Main 19
11 A. Phillip Randolph 20
12 Myrtle Ave 21
21 Boulevard 22
22 Avenue B 23
3 Moncrief 24
32 45th/Golfair/21st 25
4 Kings Road 26
40 Airport Center/New Berlin 27
51 Edgewood 28
60 Airport Express 29
81 Dinsmore Shuttle 30
82 Amazon Shuttle 31
800 Nassau Express Select 32
N1 Nassau Flex Blue Line 33
N2 Nassau Flex Red Line 34
Blue Line Connecting Routes 35
107 Blue Line 36
17 St. Augustine 37
25 San Jose Blvd 38
27 Phillips Hwy/Avenues Walk 39
801 St. Johns Express Select 40
Orange Line Connecting Routes 41
105 Orange Line 42
13 Commonwealth/Lane 43
14 Normandy 44
15 Normandy/Post 45
16 Riverside/Wilson 46
30 103rd Street 47
31 Park/Blanding 48
41 Rampart/Ricker 49
53 Commonwealth/Cassat 50
80 NAS Shuttle 51
811 Clay Express Select 52
900 Clay Flex Red Line 53
902 Clay Flex Blue Line 54
903 Clay Flex Magenta 55
904 Clay Flex Green Line 56
905 Clay Flex New Route 57
Additional Routes 58
605 Skyway 59
400 Skyway U2C 60
401 Skyway U2C 61
402 Skyway U2C 62
408 Skyway U2C 63
412 Skyway U2C 64
414 Skyway U2C 65
416 Skyway U2C 66
418 Skyway U2C 67
500 St Johns River Ferry 68

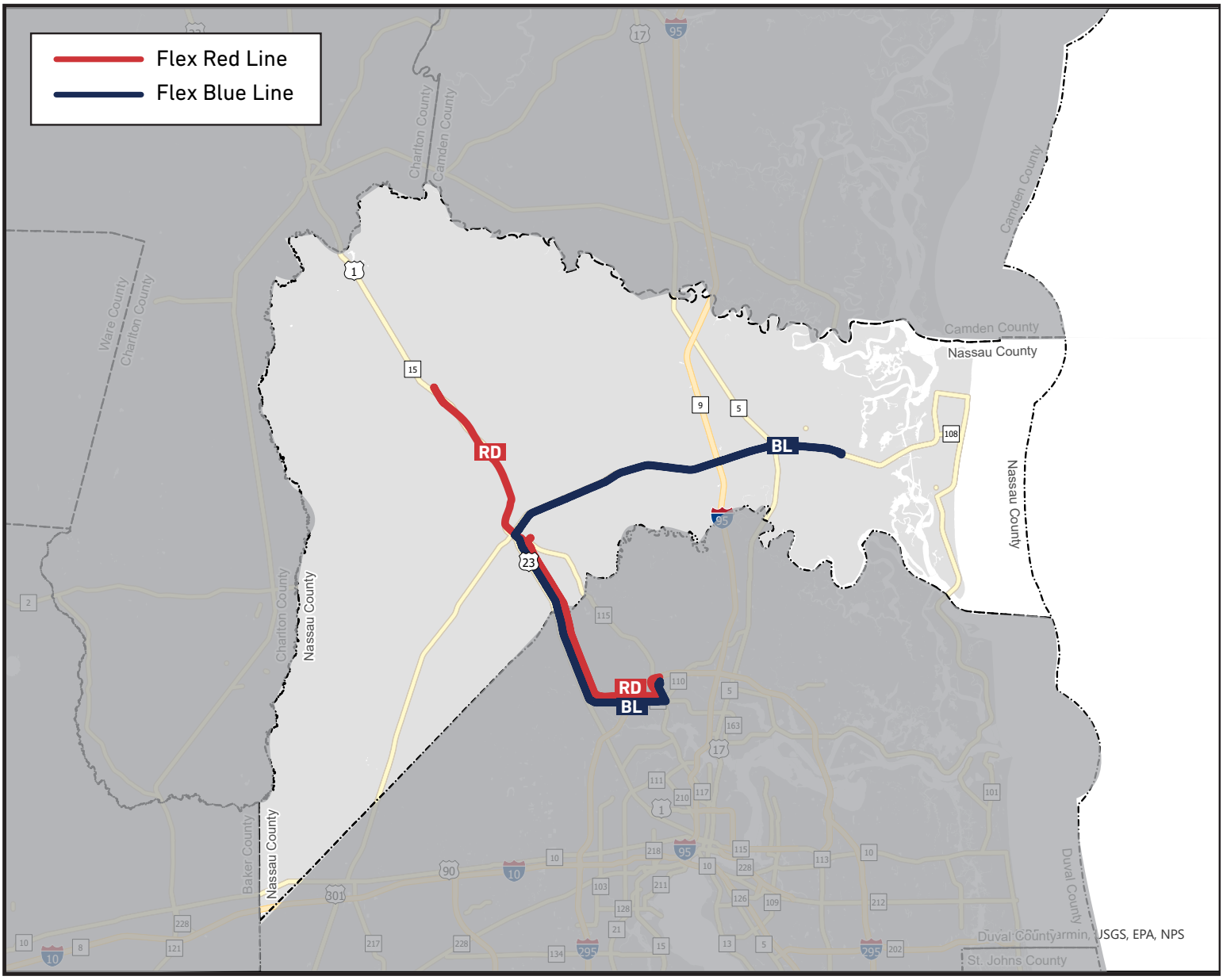
Duval County System Map



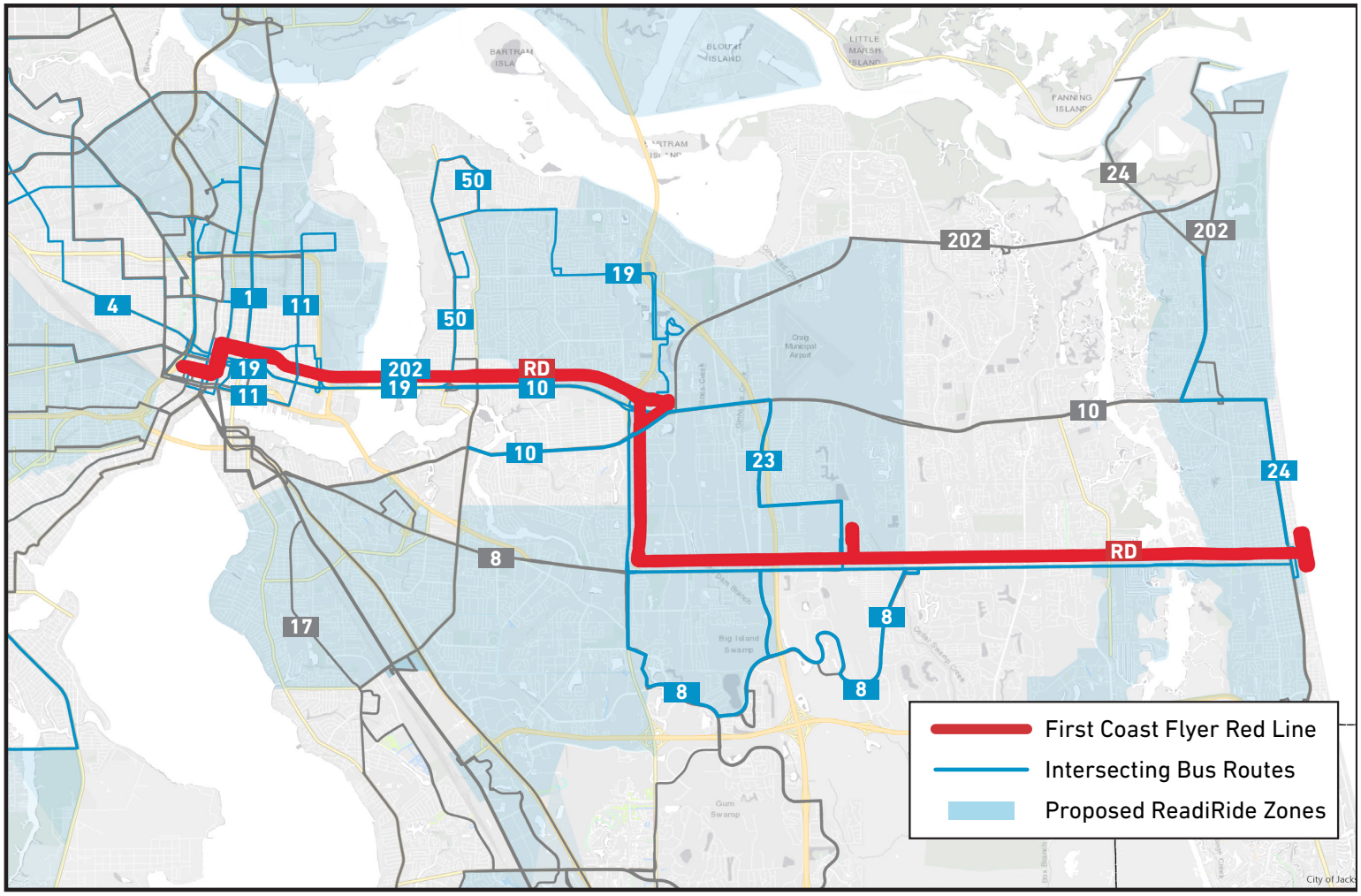
Clay County System Map



Nassau County System Map



Red Line
Connecting Routes



109 Red Line

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:24 AM- 1:01 AM	4:24 AM-1:14 AM
	Freq.	30 minutes peak 30 minutes off-peak	10 minutes peak 15 minutes off-peak
Saturday	Span	5:35 AM-12:38 AM	5:35 AM-12:54 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:35 AM-11:38 PM	5:35 AM-11:54 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

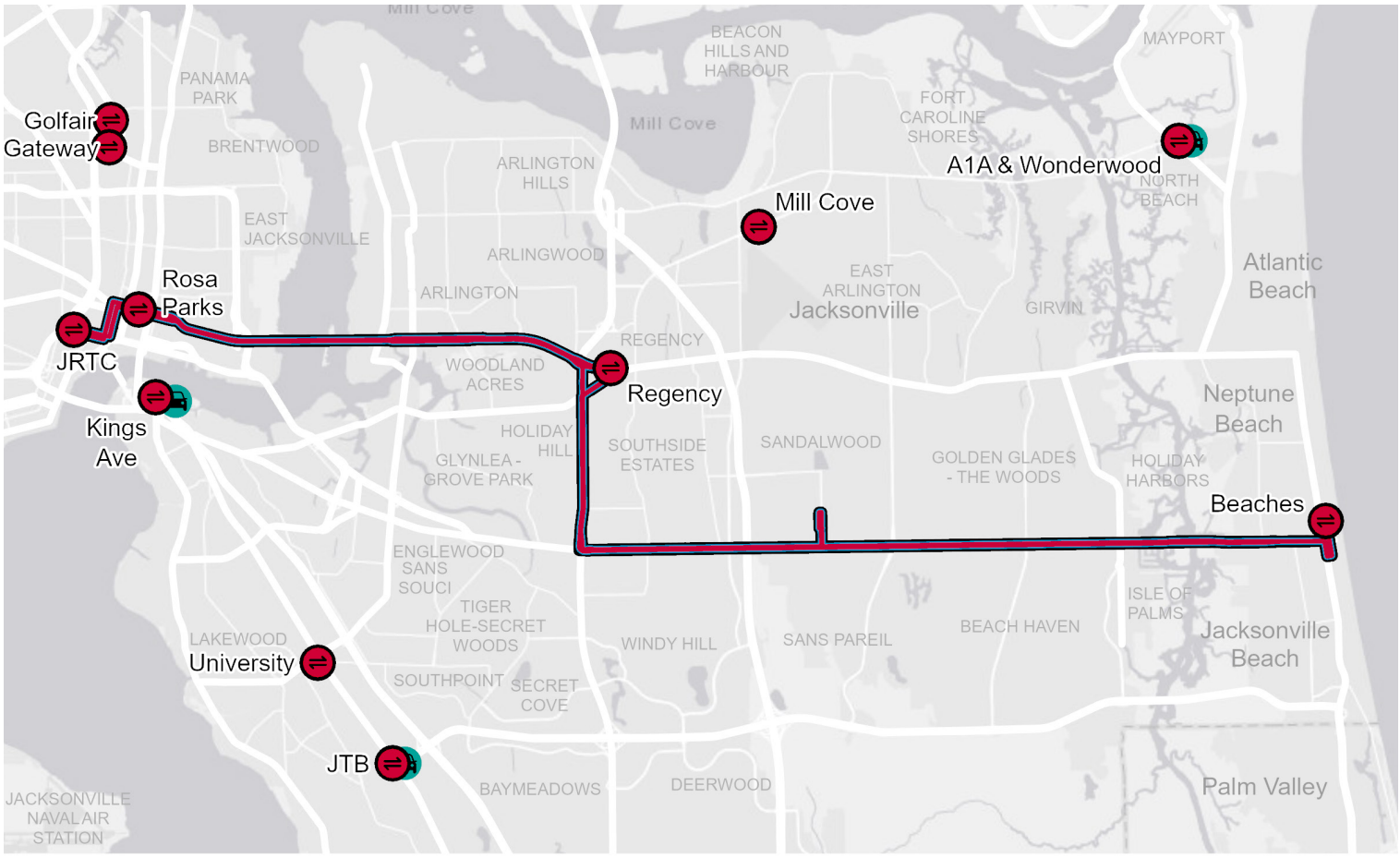
- Increase service and maintain alignment.

Route Demographics

7,935 people
in service area

10,550 jobs
in service area

Proposed Alignment



10 Atlantic Blvd

Proposal: Increase service, extend route to Kings Ave Station, and serve Regency Square Mall on all trips.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	3:53 AM- 1:45 AM	4:00 AM-4:15 AM
	Freq.	30 minutes peak 30 minutes off-peak	20 minutes peak 30 minutes off-peak
Saturday	Span	5:00 AM-10:19 PM	5:00 AM-12:45 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:00 AM-10:19 PM	5:00 AM-12:55 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

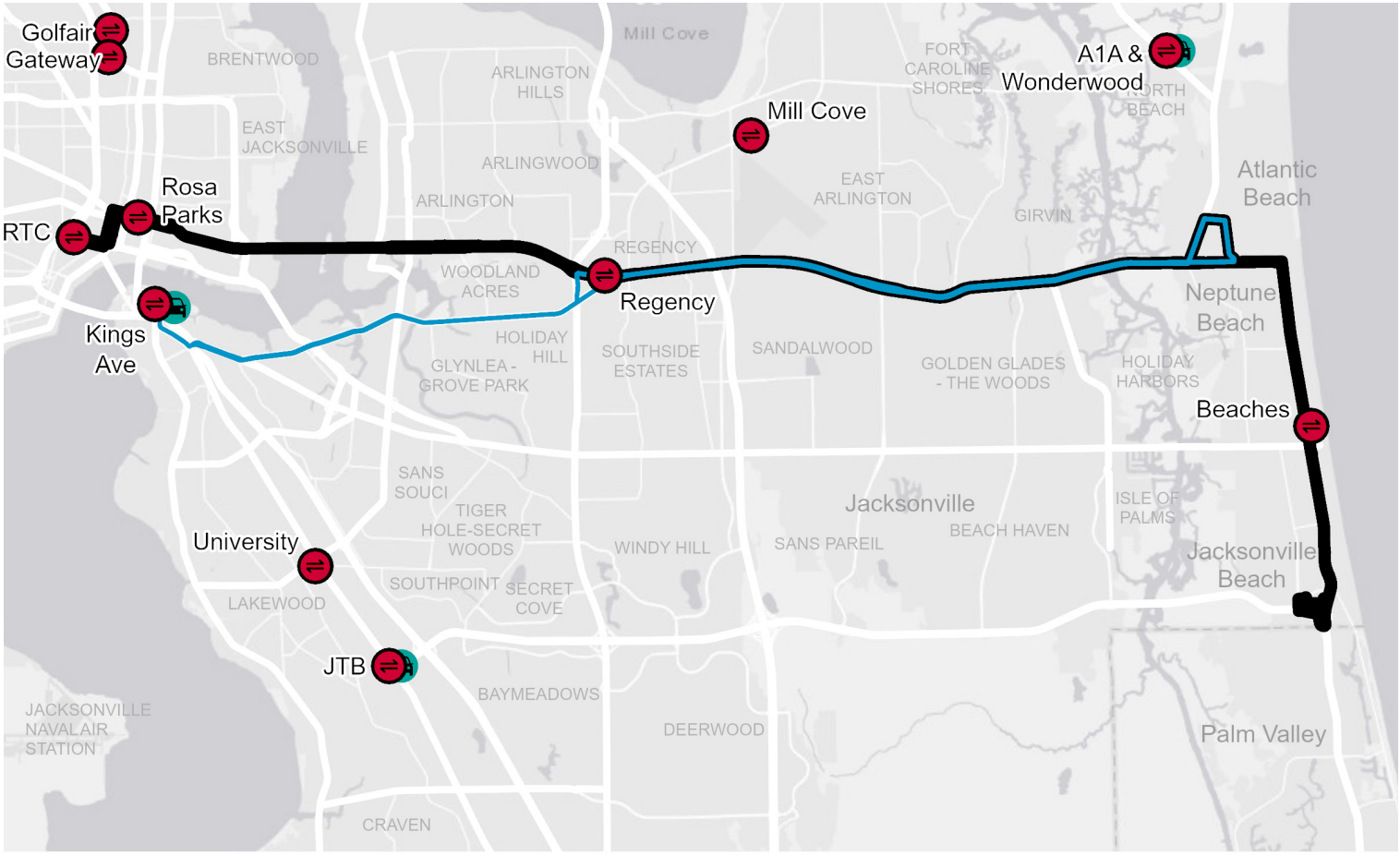
- Extend route to Kings Ave Station, follow Atlantic Blvd.
- Shift all trips to short pattern
  long pattern segment A1A transferred to Route 24.
- Increase weekday service to 30-minute all day with 20 min. peak service.
- Increase weekend service to 30-minute.
- All trips go to Regency Square Mall.

Route Demographics

17,654 people
in service area

13,549 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

18 Atlantic/Monument

Proposal: Discontinue route. Replace service with ReadiRide.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:00 AM-12:18 AM	-
	Freq.	60 minutes peak 60 minutes off-peak	- -
Saturday	Span	4:55 AM-12:04 AM	-
	Freq.	60 minutes peak 60 minutes off-peak	- -
Sunday	Span	4:43 AM-11:52 PM	-
	Freq.	60 minutes peak 60 minutes off-peak	- -

Recommendation Description

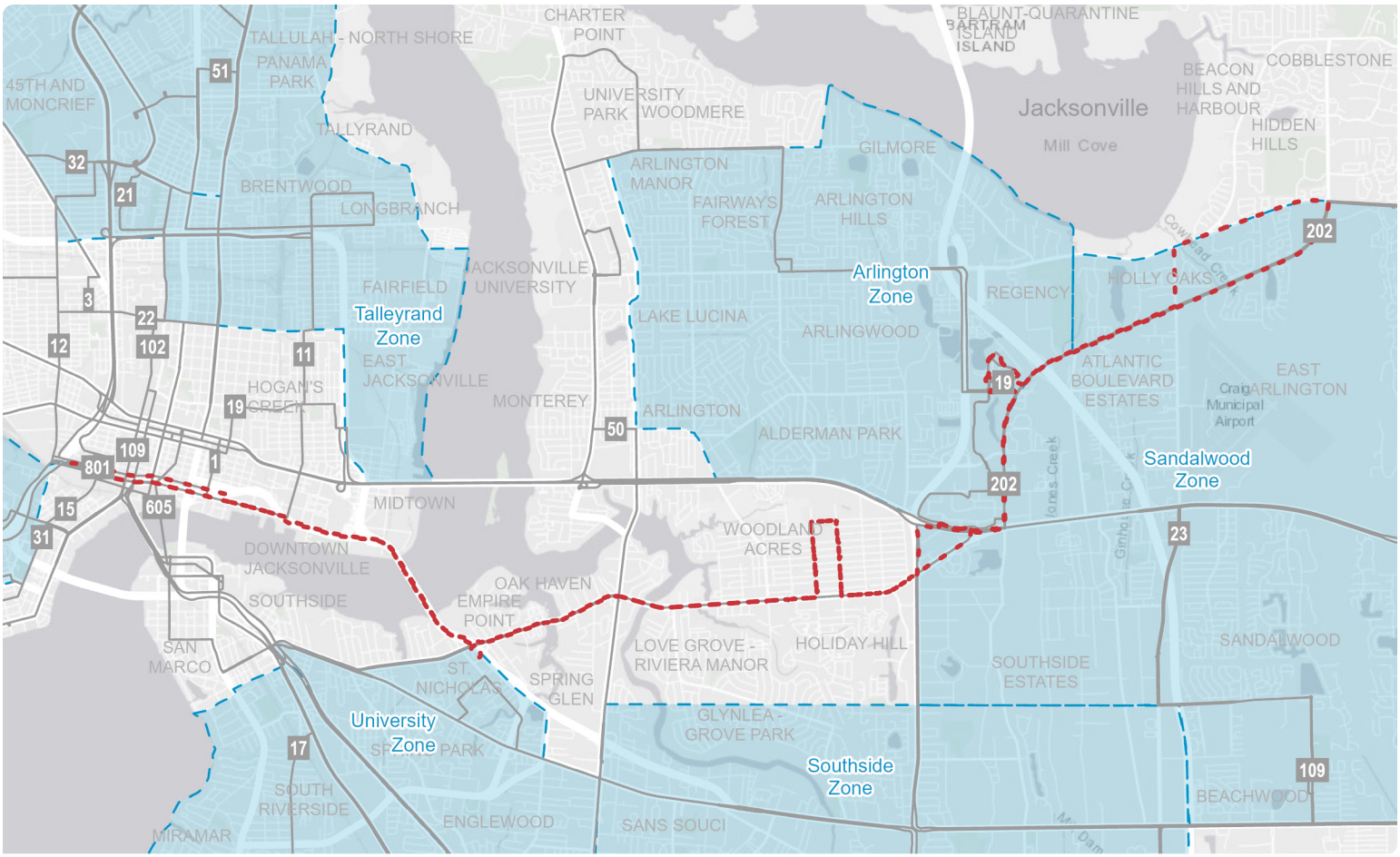
- Increased Red Line frequency and revisions to Route 10 make segment between Regency Square and Commodore Pt. Expy redundant.

Route Demographics

-people
in service area

-jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

ReadiRide Zone

19 Arlington/Beaches

Proposal: Increase weekend service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:40 AM-12:48 AM	4:40 AM-1:43 AM
	Freq.	30 minutes peak 30 minutes off-peak	15 minutes peak 30 minutes off-peak
Saturday	Span	5:00 AM-11:07 PM	5:00 AM-12:13 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:00 AM-11:07 PM	5:00 AM-12:13 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

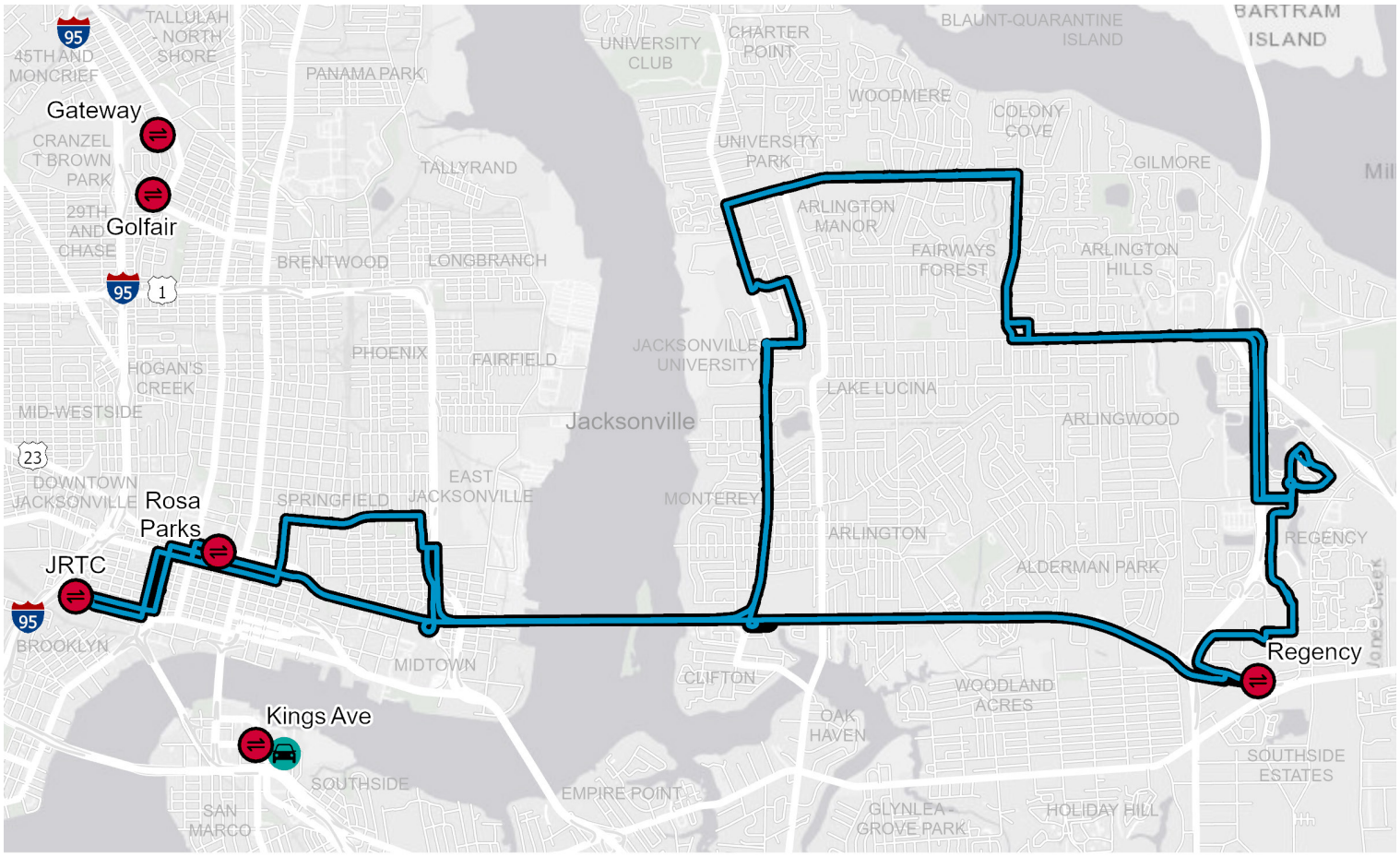
- Increase weekend service to 30-minute all day.

Route Demographics

20,5426 people
in service area

16,8932 jobs
in service area

Proposed Alignment



202 Mayport Express

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:20 AM- 6:23 PM	4:20 AM-8:43 AM 2:15 PM-6:48 PM
	Freq.	60 minutes peak 1 trip off-peak	60 minutes peak -
Saturday	Span	-	-
	Freq.	- -	- -
Sunday	Span	-	-
	Freq.	- -	- -

Recommendation Description

- Maintain service and alignment.

Route Demographics

11,983 people
in service area

5,068 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

23 Townsend/Southside

Proposal: Truncate and adjust alignment, increase service on all days.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:20 AM-11:49 PM	5:20 AM-12:13 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:55 AM- 9:49 PM	5:55 AM-10:15 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:55 AM- 9:48 PM	5:55 AM-10:08 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

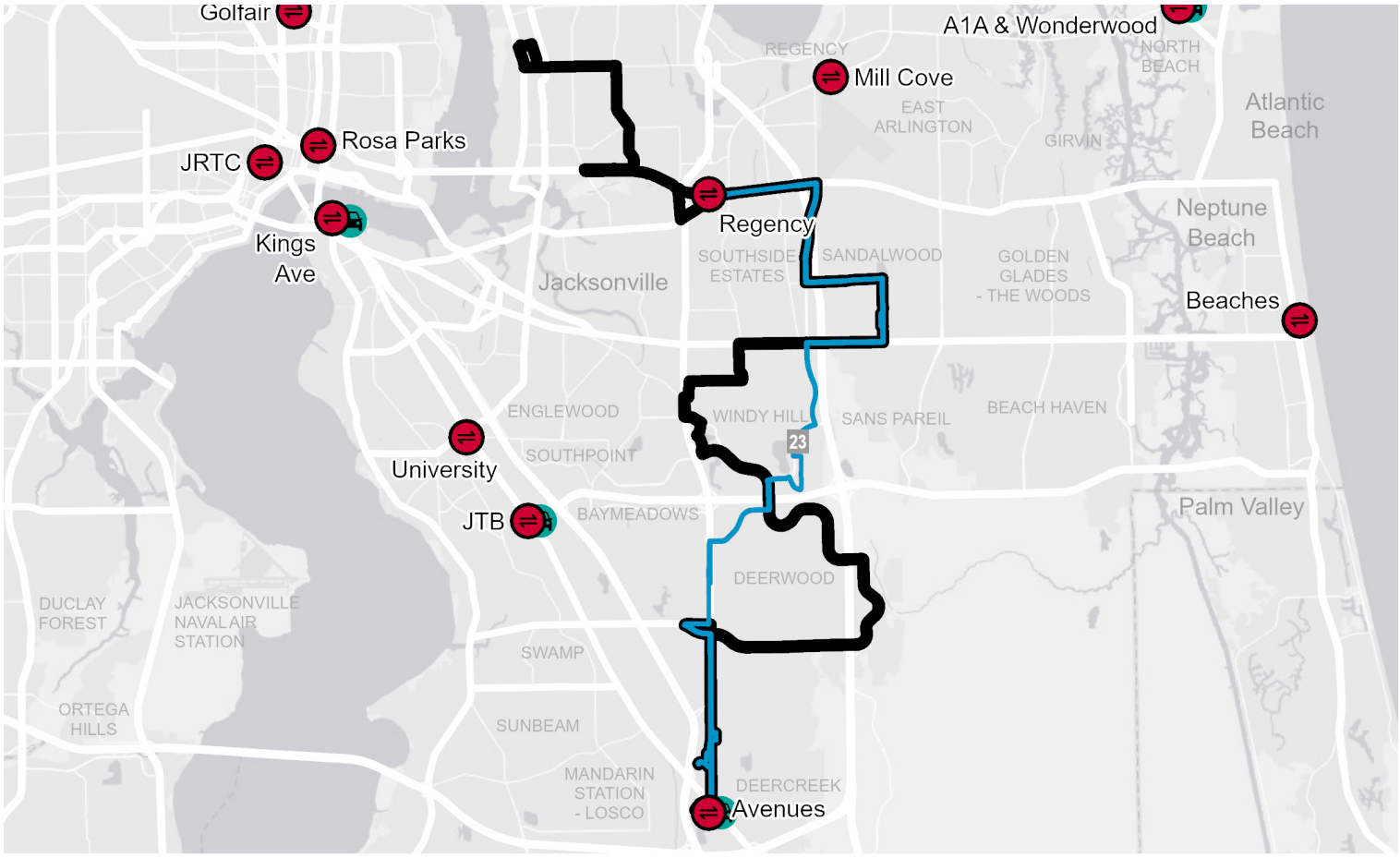
- Truncate, make Regency Square Mall northern terminus.
- Realign to use St. Johns Bluff Rd (new stops), swap alignment with Route 28 to serve Southside Blvd, Derwood Park Blvd.
- Increase to 30-minute service every day.

Route Demographics

15,643 people
in service area

16,589 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

24 Mayport Road

Proposal: Change alignment to serve parts of Route 10 that are eliminated and better connect to the proposed Route 10.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	7:06 AM- 8:34 PM	7:06 AM-9:48 PM
	Freq.	60 minutes peak 60 minutes off-peak	45 minutes peak 45 minutes off-peak
Saturday	Span	7:10 AM- 6:01 PM	7:10 AM-7:45 PM
	Freq.	60 minutes peak -	45 minutes peak 30 minutes off-peak
Sunday	Span	7:10 AM- 6:01 PM	7:10 AM-7:45 PM
	Freq.	60 minutes peak -	45 minutes peak 30 minutes off-peak

Recommendation Description

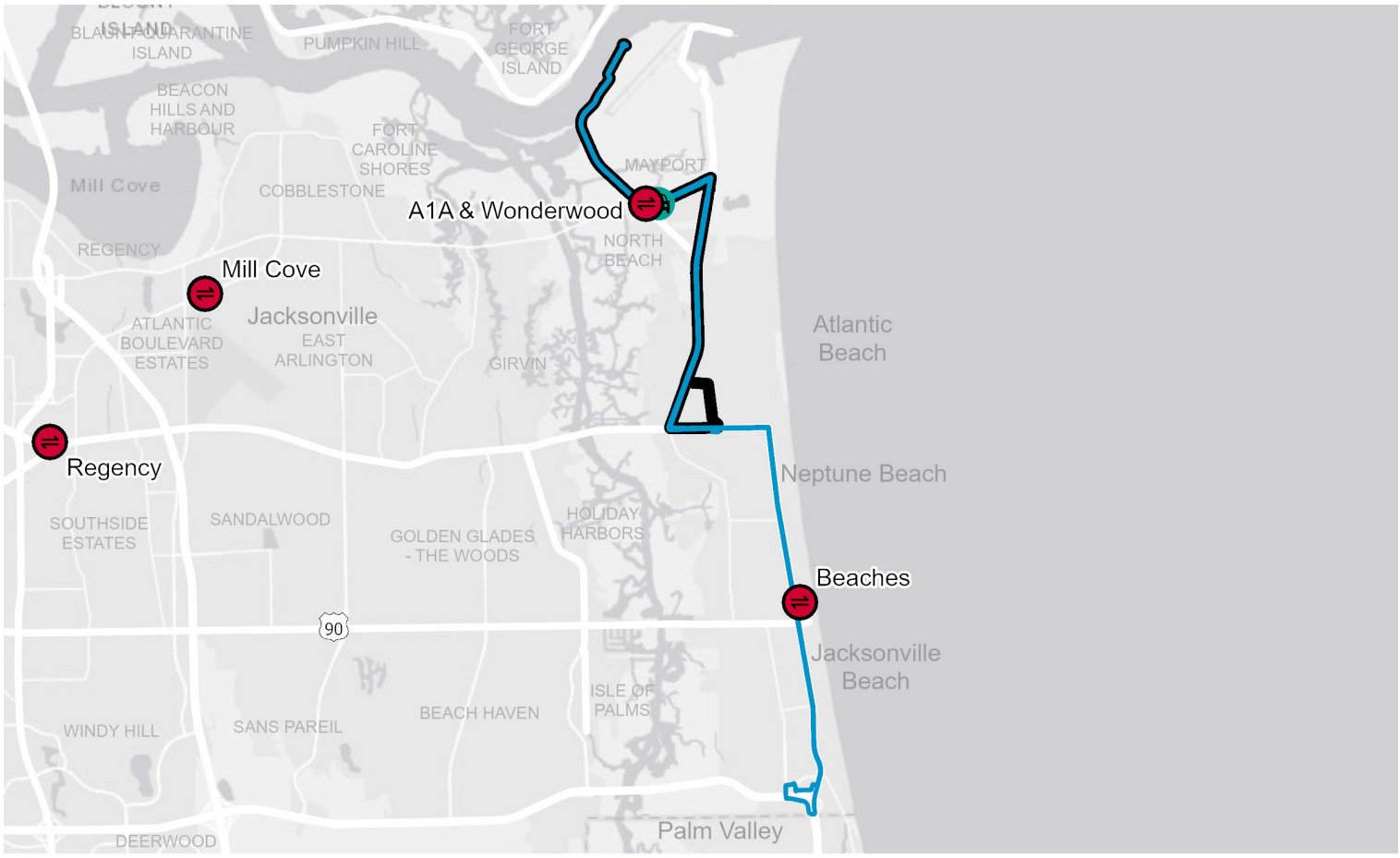
- New long pattern: extend from current southern terminus (Atlantic Village) to Route 10's previous southern terminus (South Beach).
- Revise short pattern terminus to eliminate one-way loop and improve Route 10 connections.
- Short pattern: Increase to 30-minute all days, all times.
- Long pattern: Maintain 60-minute all days, all times

Route Demographics

15,410 people
in service area

7,796 jobs
in service area

Proposed Alignment



28 Southside/Sunbeam

Proposal: Extend and adjust alignment, increase service.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:55 AM- 8:41 PM	5:55 AM-1:46 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	6:30 AM- 8:18 PM	6:30 AM-2:16 AM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak
Sunday	Span	-	6:30 AM-2:16 AM
	Freq.	- -	60 minutes peak 60 minutes off-peak

Recommendation Description

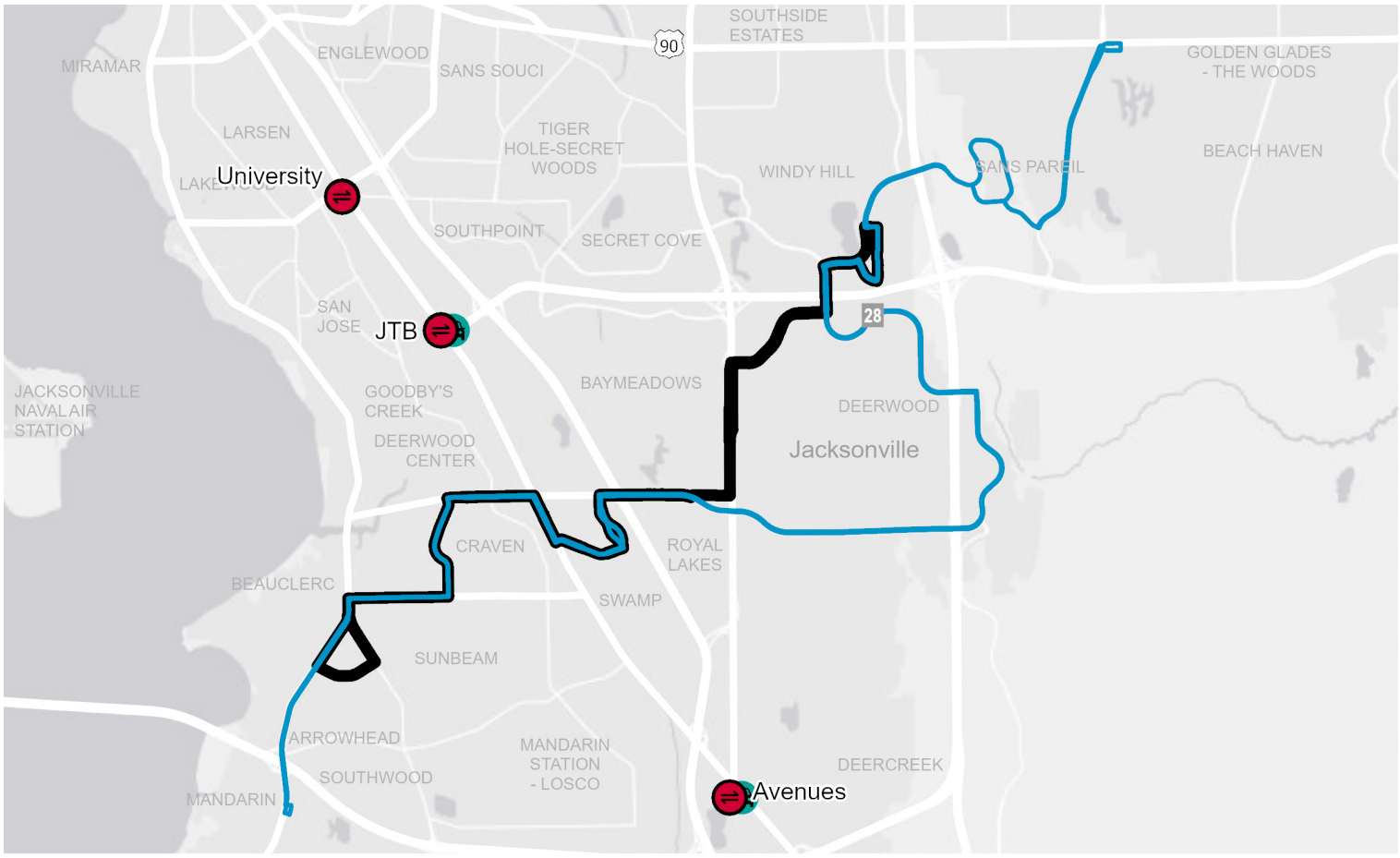
- Extend route north of St. Johns Town Center to mimic Route 8 alignment through UNF, Kernan Blvd, ending at Publix at Kernan Square.
- Switch alignments with Route 23 to serve Baymeadows Rd, IKEA on Gate Pkwy.
- Extend southern terminus to Mandarin Corners Shopping Center in Mandarin.
- Increase to 30-minute service all day on weekdays.
- Add Sunday service, 60-minute all day
- Extend span of service to midnight on weekdays and weekends.

Route Demographics

24,836 people
in service area

21,036 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

50 University

Proposal: Maintain alignment and increase service.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:05 AM-12:25 AM	5:00 AM-1:24 AM
	Freq.	25 minutes peak 30 minutes off-peak	15 minutes peak 15 minutes off-peak
Saturday	Span	5:38 AM- 9:53 PM	5:38 AM-9:58 PM
	Freq.	30 minutes peak 40 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:38 AM- 9:53 PM	5:38 AM-9:58 PM
	Freq.	30 minutes peak 40 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

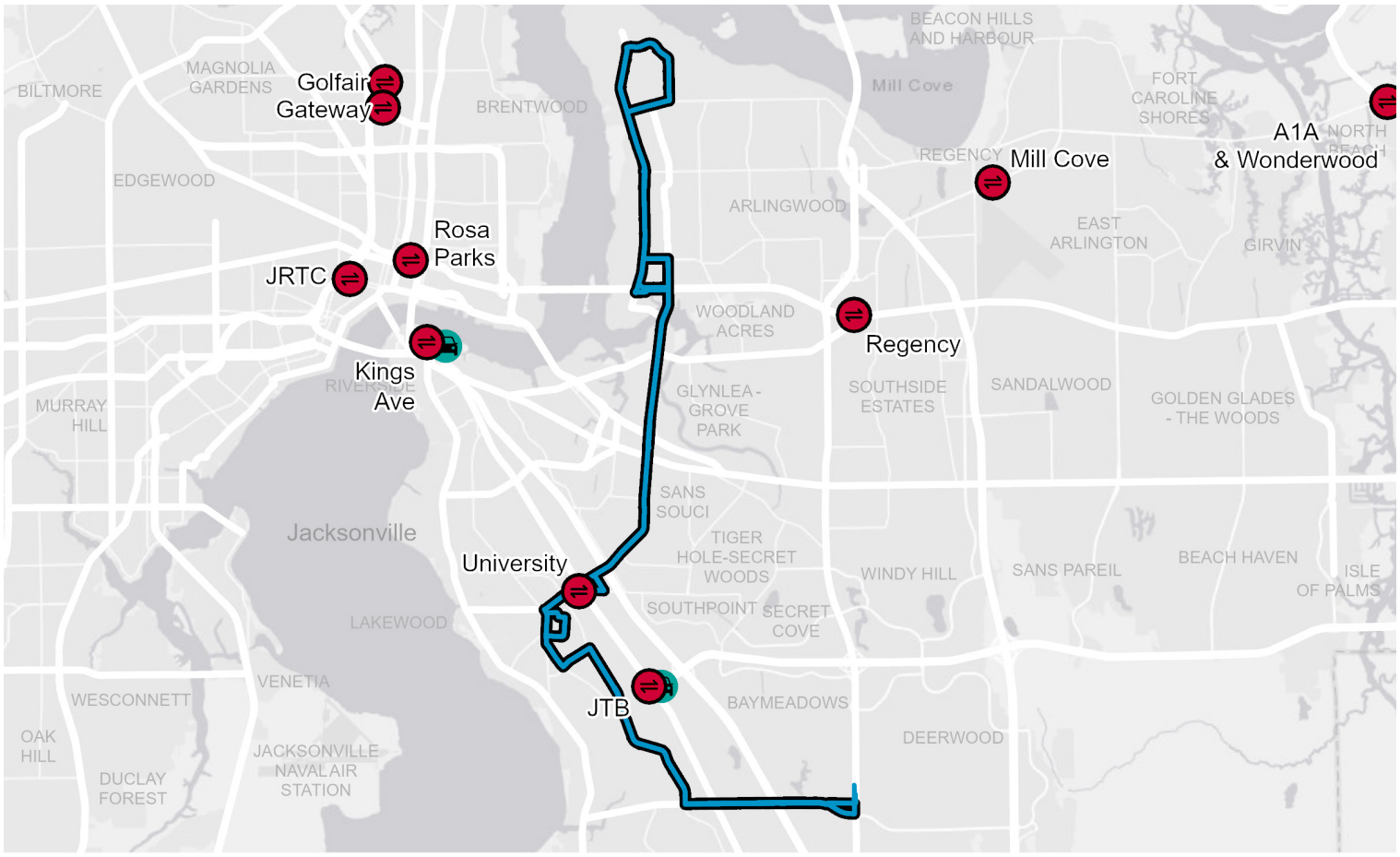
- Increase to 15-minute service on trunk and 30-minute service on branches on weekdays, all day.
- Increase weekend service to 30-minute all day on trunk and 60-minute service on branches.

Route Demographics

28,453 people
in service area

16,965 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

8 Beach Blvd

Proposal: Incrase weekday service and and change alignment to streamline and remove duplicative service with Red Line.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:00 AM-11:26 PM	5:00 AM-11:37 PM
	Freq.	20 minutes peak 20 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:00 AM-11:54 PM	5:40 AM-11:32 PM
	Freq.	30 minutes peak 30 minutes off-peak	60 minutes peak 60 minutes off-peak
Sunday	Span	5:00 AM-11:54 PM	5:40 AM-11:32 PM
	Freq.	30 minutes peak 30 minutes off-peak	60 minutes peak 60 minutes off-peak

Recommendation Description

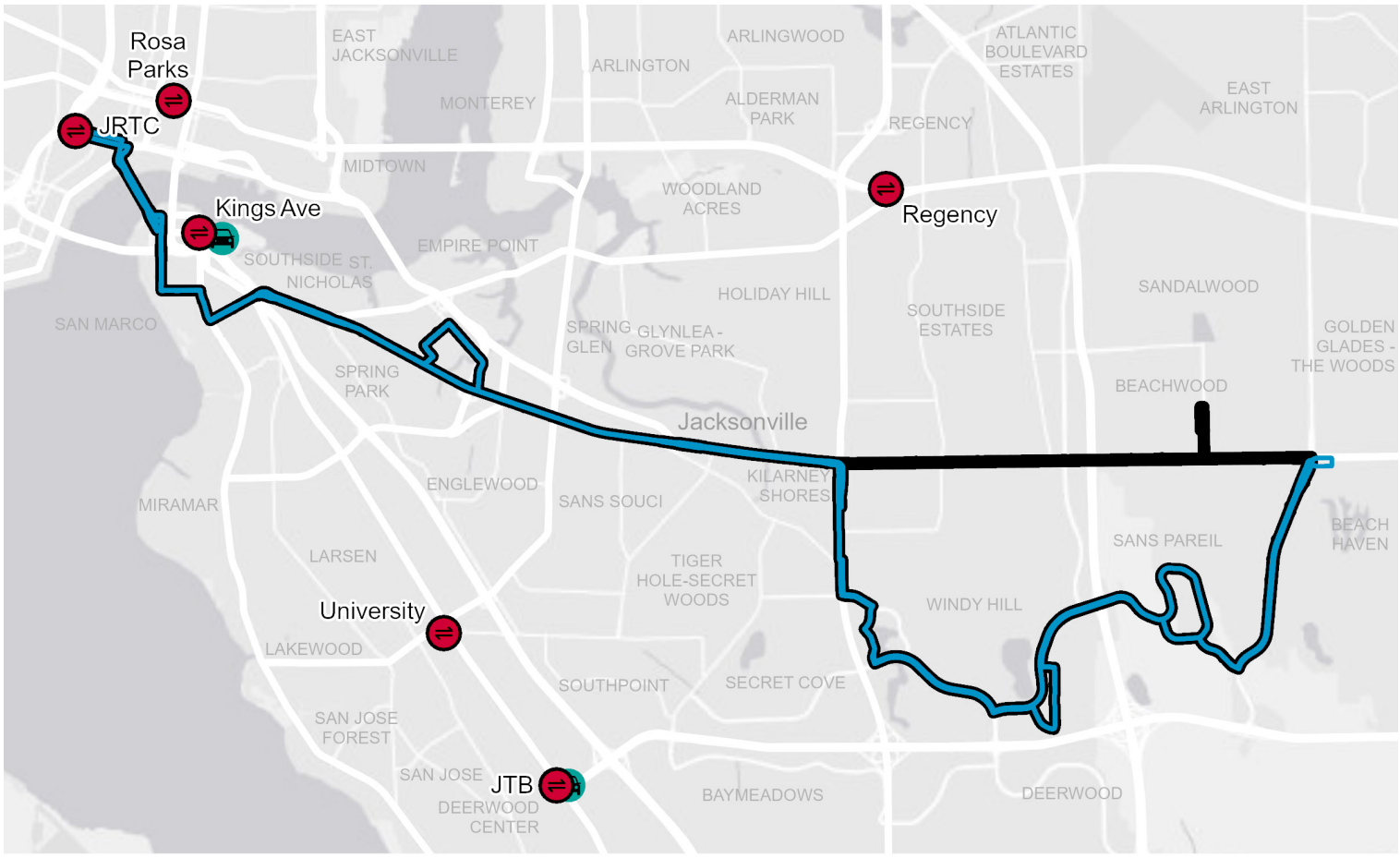
- Discontinue FSCJ South pattern as it duplicates FCF Red Line, which will receive more service.
- Extend the Town Center pattern east past UNF and north on Kernan Blvd to terminate at Publix at Kernan Square.
- Change to 30-minute service on weekdays, all day, and 60-minute service on weekends, all day.

Route Demographics

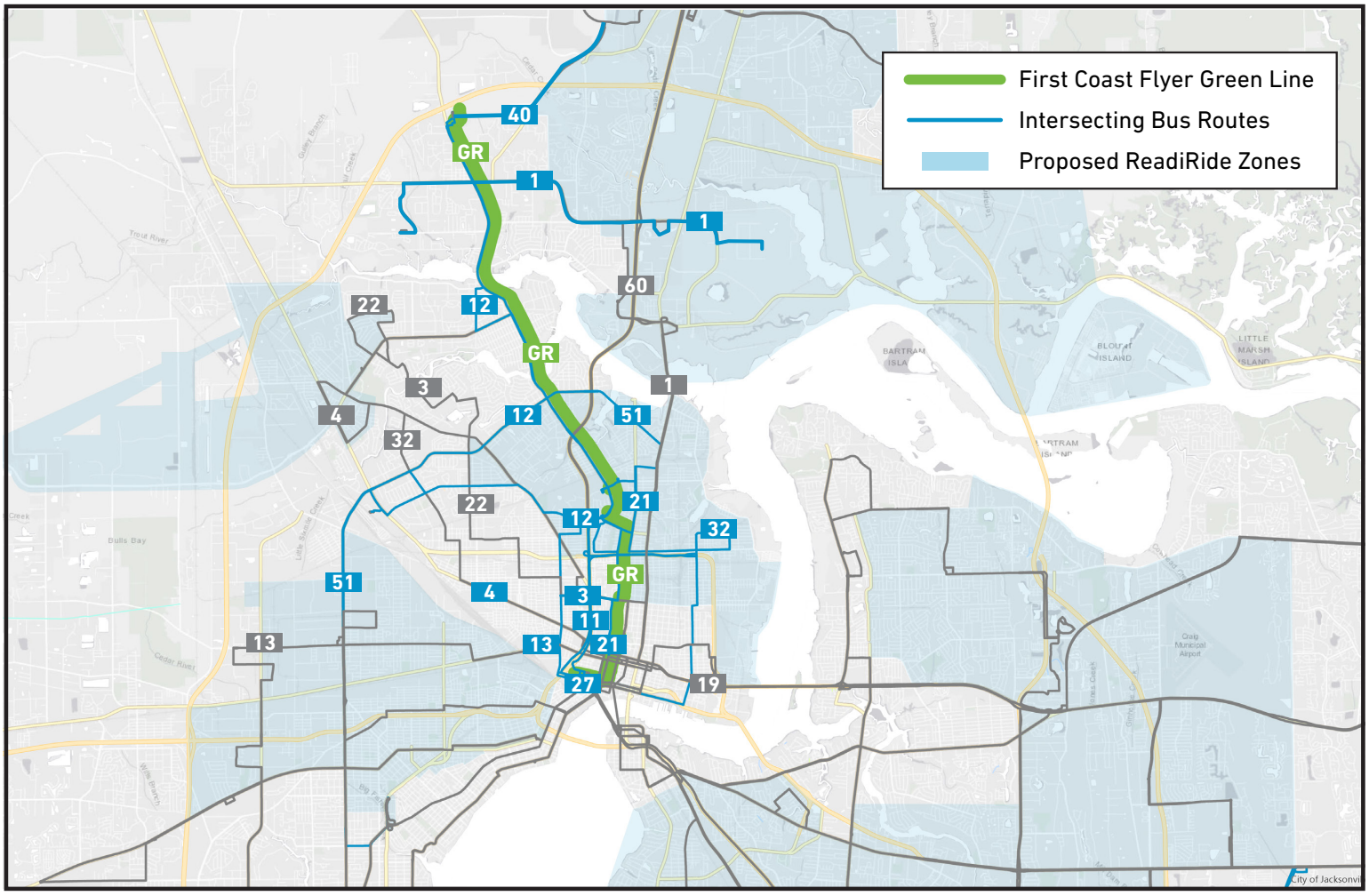
17,436 people
in service area

32,384 jobs
in service area

Proposed Alignment



Green Line Connecting Routes



102 Green Line

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:41 AM-12:40 AM	4:41 AM-12:45 AM
	Freq.	30 minutes peak 30 minutes off-peak	10 minutes peak 15 minutes off-peak
Saturday	Span	3:55 AM-12:35 AM	4:10 AM-11:58 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	4:50 AM-11:47 PM	4:50 AM-11:58 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

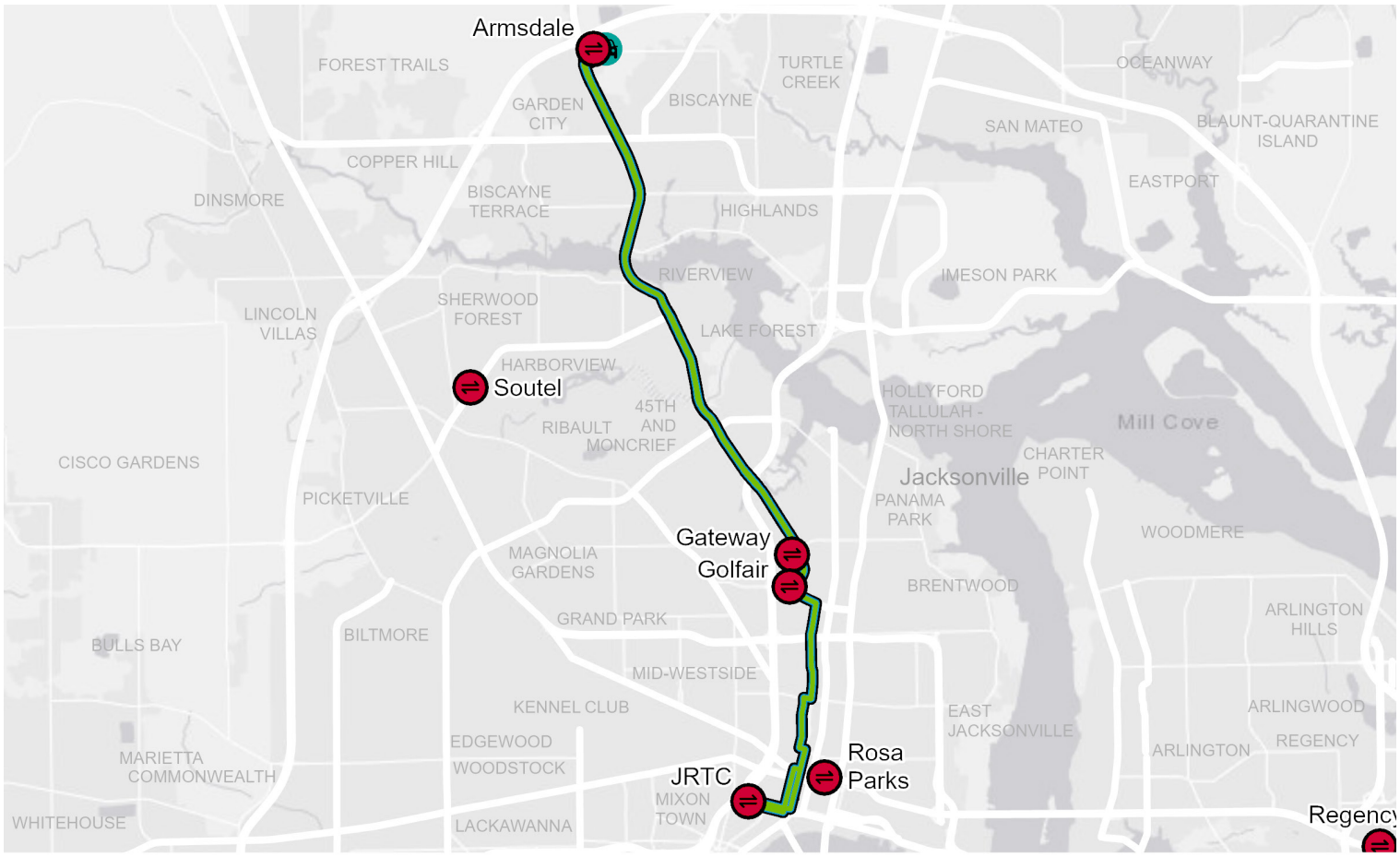
- Increase service and maintain alignment.

Route Demographics

4,957 people
in service area

11,908 jobs
in service area

Proposed Alignment



1 North Main

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:45 AM- 1:10 AM	4:57 AM-12:26 AM
	Freq.	15 minutes peak 15 minutes off-peak	15 minutes peak 15 minutes off-peak
Saturday	Span	4:53 AM-12:26 AM	5:35 AM-12:21 AM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	4:53 AM-10:04 PM	5:35 AM-12:21 AM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

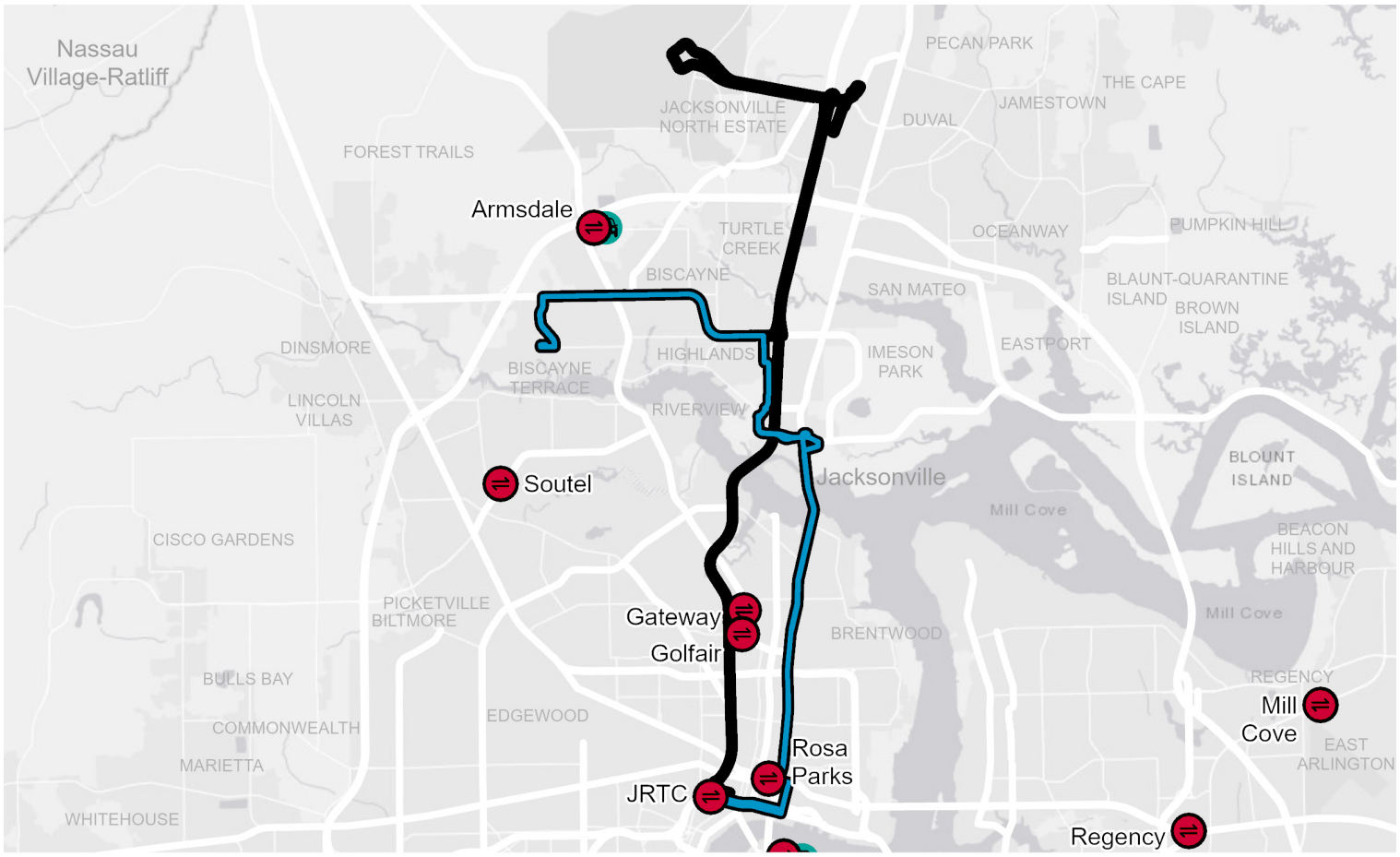
- Increase service to 30-minute all day for weekdays and weekends.
- Increase span to midnight all days.

Route Demographics

13,488 people
in service area

16,193 jobs
in service area

Proposed Alignment



11 A. Phillip Randolph

Proposal: Increase weekend service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:55 AM-12:13 AM	4:55 AM-12:23 AM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	6:15 AM-10:11 PM	6:15 AM-10:24 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	6:15 AM-10:11 PM	6:15 AM-10:24 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

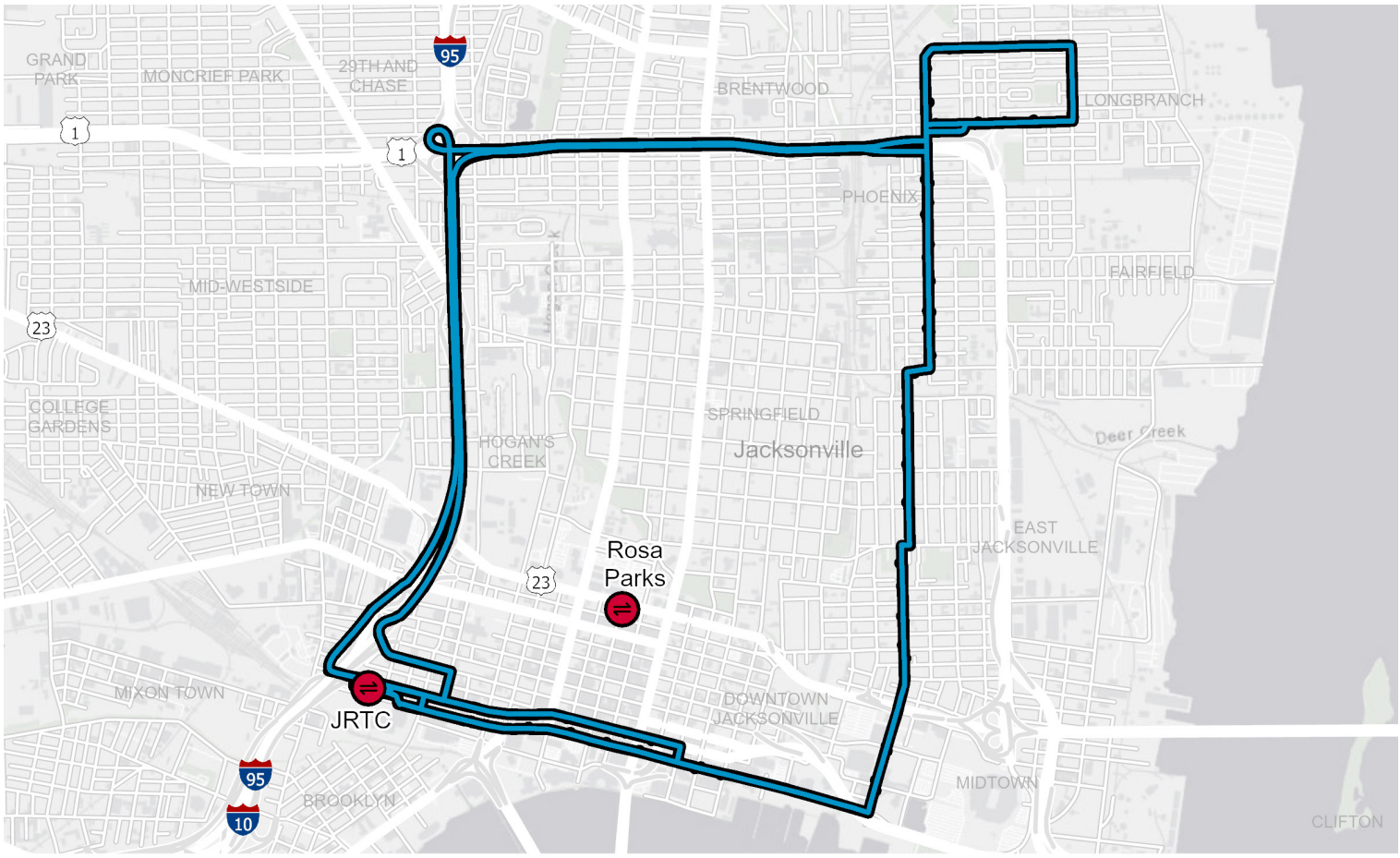
- Increase to 30-minute service on weekends.

Route Demographics

5,032 people
in service area

14,366 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

12 Myrtle Ave

Proposal: Increase weekend service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:50 AM-12:02 AM	4:50 AM-12:02 AM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:45 AM-10:07 PM	5:45 AM-10:44 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:45 AM-10:07 PM	5:45 AM-10:44 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

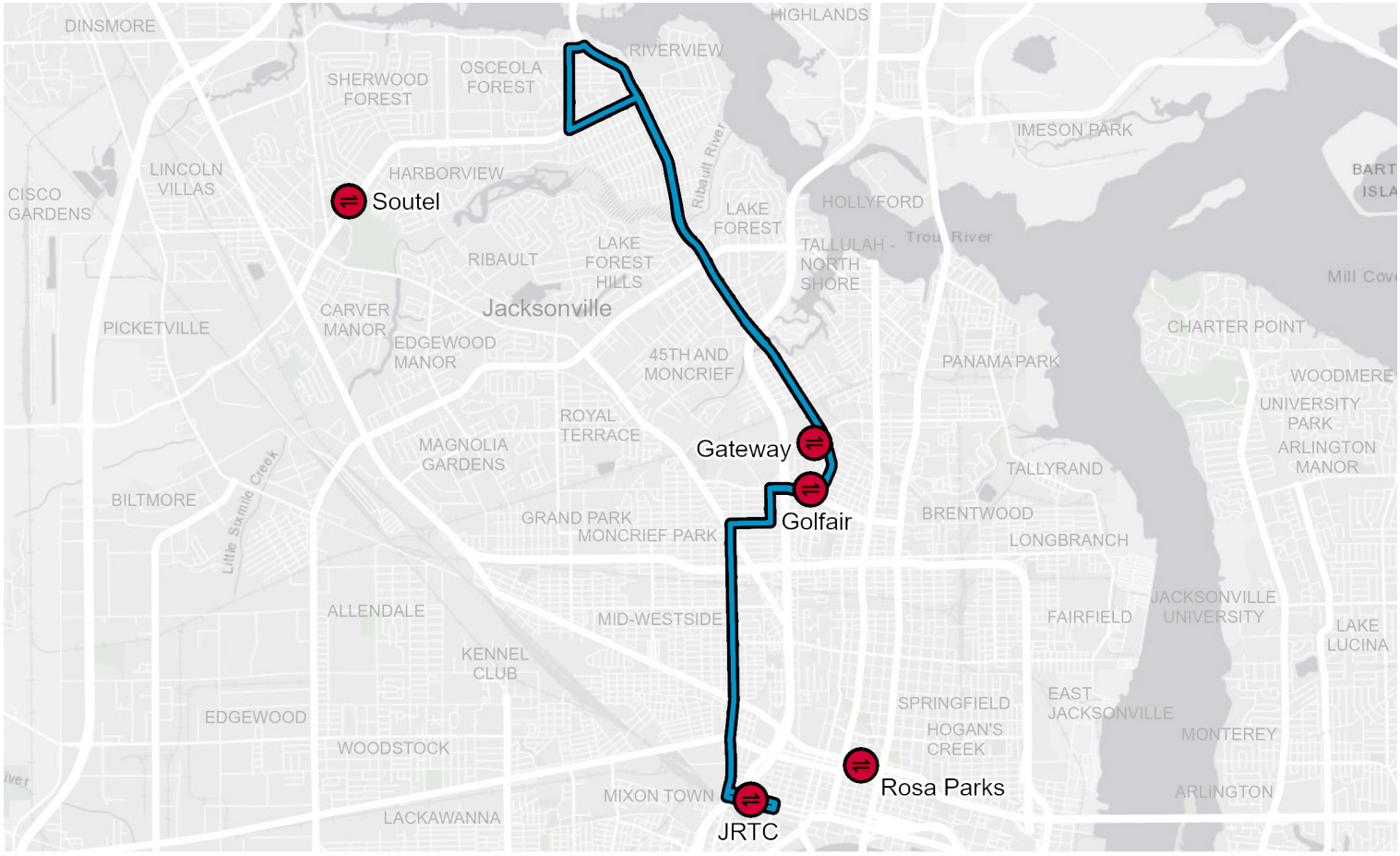
- Increase weekend service to 30-minute headways.

Route Demographics

10,745 people
in service area

5,413 jobs
in service area

Proposed Alignment



21 Boulevard

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:04 AM-10:27 PM	5:04 AM-10:38 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:33 AM- 9:25 PM	5:33 AM-9:19 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	6:15 AM- 9:30 PM	6:15 AM-9:24 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

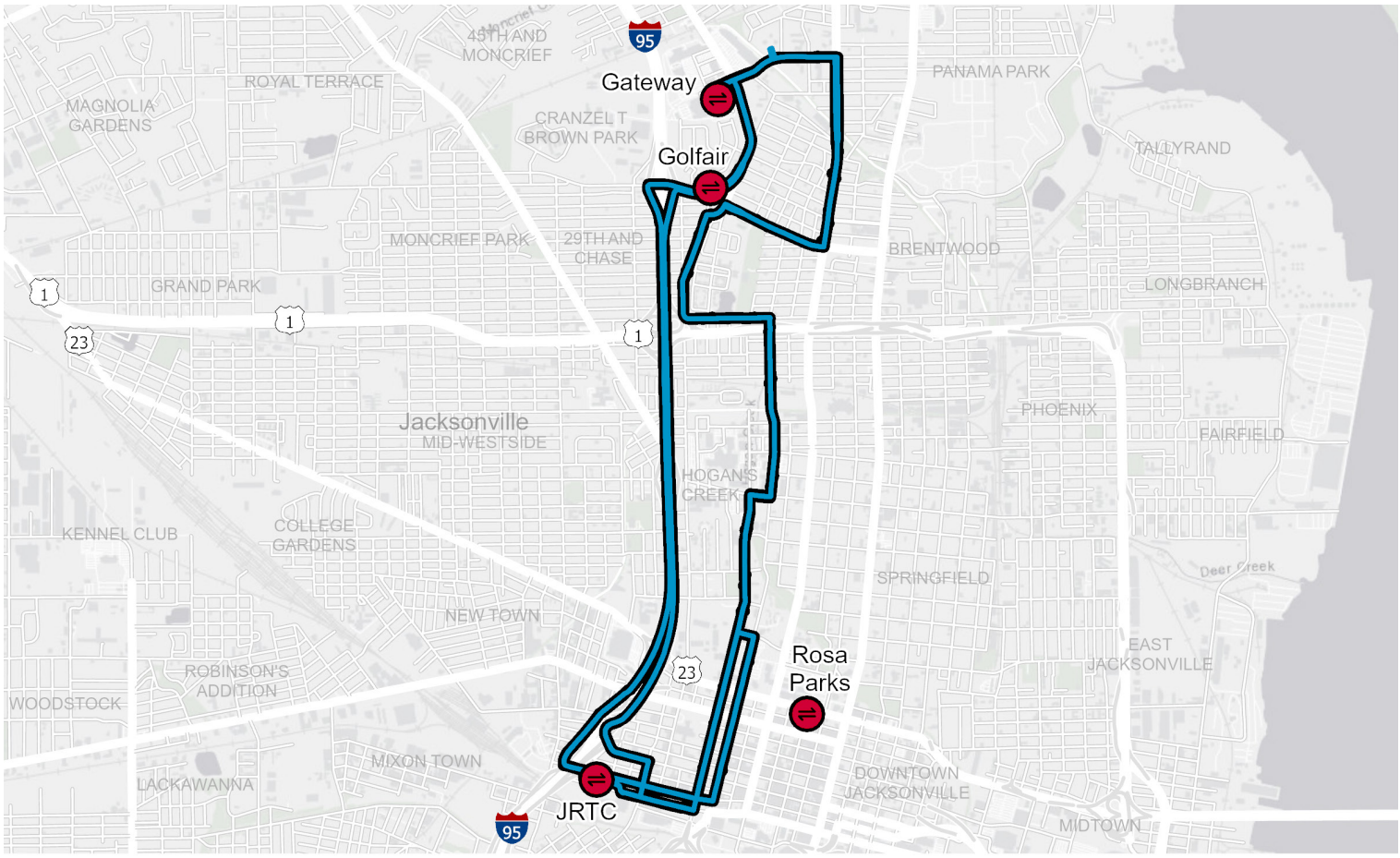
- Increase to 30-minute service on all days.

Route Demographics

7,151 people
in service area

13,548 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

22 Avenue B

Proposal: Increase service and convert southern portion of route to crosstown service.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:40 AM-11:16 PM	4:40 AM-12:33 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	6:00 AM- 9:32 PM	6:32 AM-12:38 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	6:00 AM- 9:32 PM	6:32 AM-12:38 AM
	Freq.	60 minutes peak 59 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

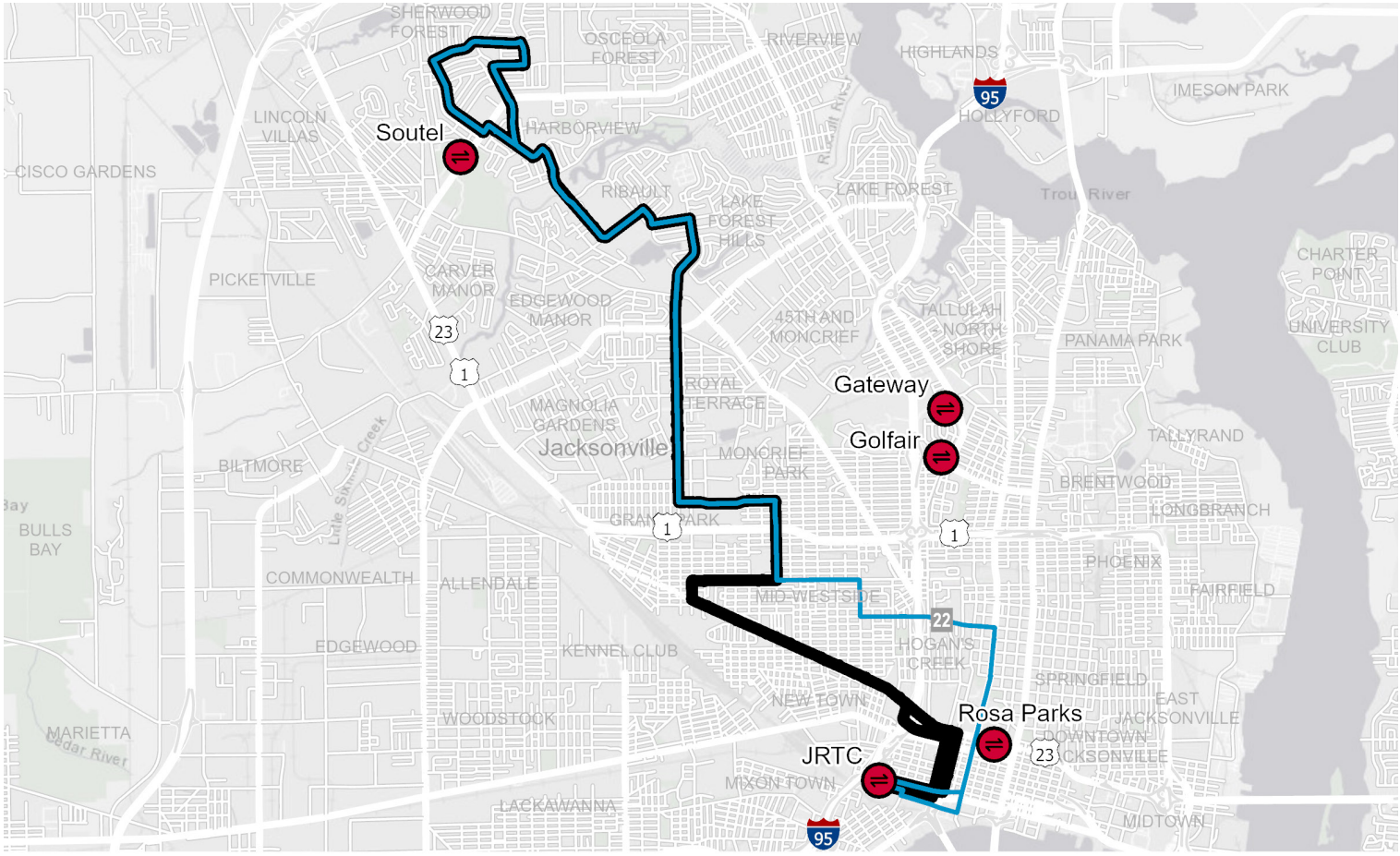
- Convert to crosstown service south of 13th St.
- Shift service from Kings Rd, instead use 13th, Myrtle, 8th, and Pearl, to reach JTRC.
- Increase service to 30-minute all days, all times.
- Extend span to midnight all days.

Route Demographics

14,724 people
in service area

13,506 jobs
in service area

Proposed Alignment



3 Moncrief

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:30 AM-12:32 AM	4:30 AM-12:32 AM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	4:45 AM-11:31 PM	4:45 AM-11:31 PM
	Freq.	60 minutes peak 55 minutes off-peak	60 minutes peak 55 minutes off-peak
Sunday	Span	4:45 AM-11:31 PM	4:45 AM-11:31 PM
	Freq.	60 minutes peak 55 minutes off-peak	60 minutes peak 55 minutes off-peak

Recommendation Description

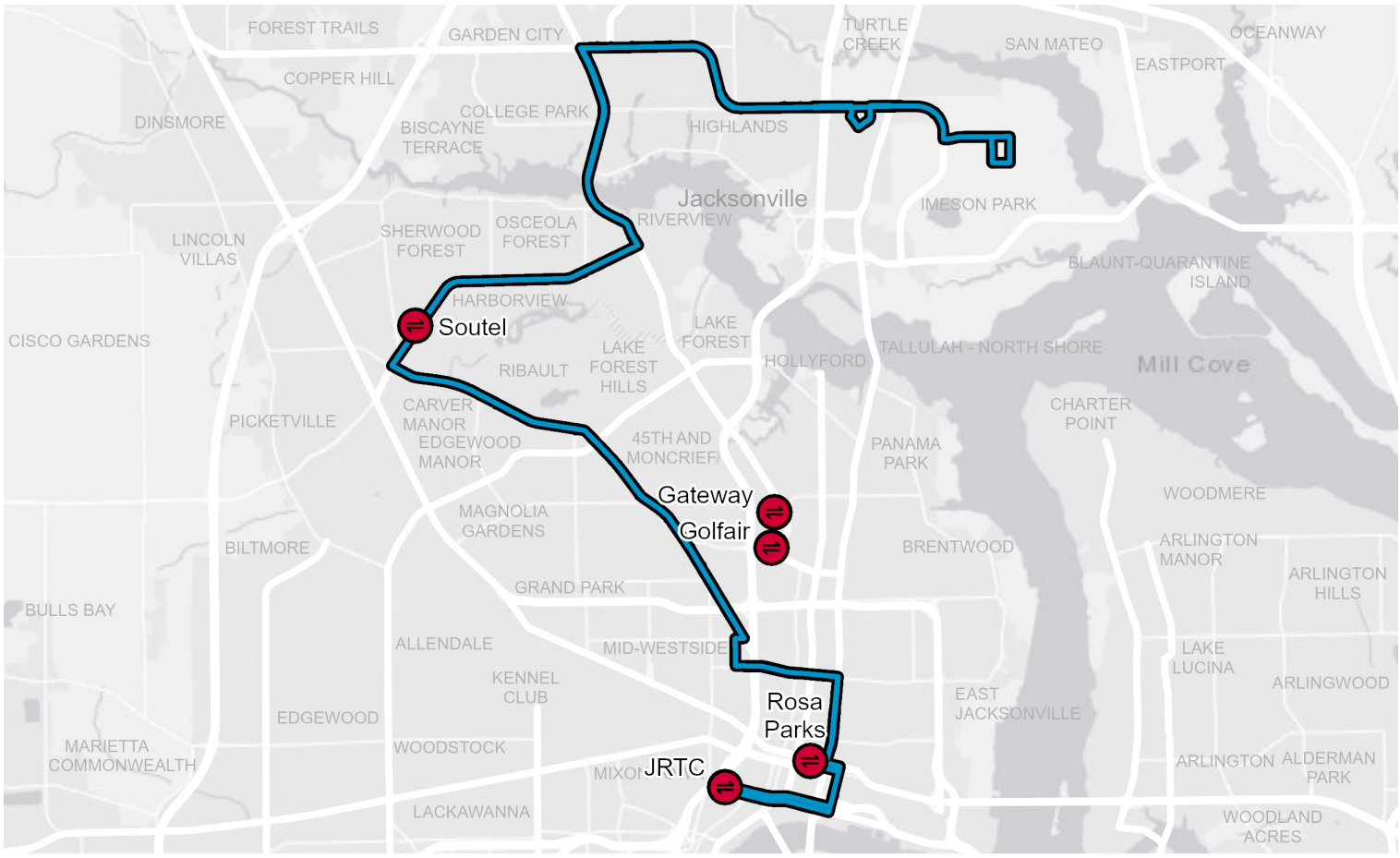
- Maintain service and alignment.

Route Demographics

19,376 people
in service area

23,622 jobs
in service area

Proposed Alignment



32 45th/Golfair/21st

Proposal: Increase service and convert to a crosstown route, eliminating service in West Jacksonville and adding service to Tallerand.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:57 AM-11:53 PM	5:00 AM-12:50 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:17 AM-11:51 PM	5:00 AM-12:50 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	-	5:00 AM-12:50 AM
	Freq.	- -	30 minutes peak 30 minutes off-peak

Recommendation Description

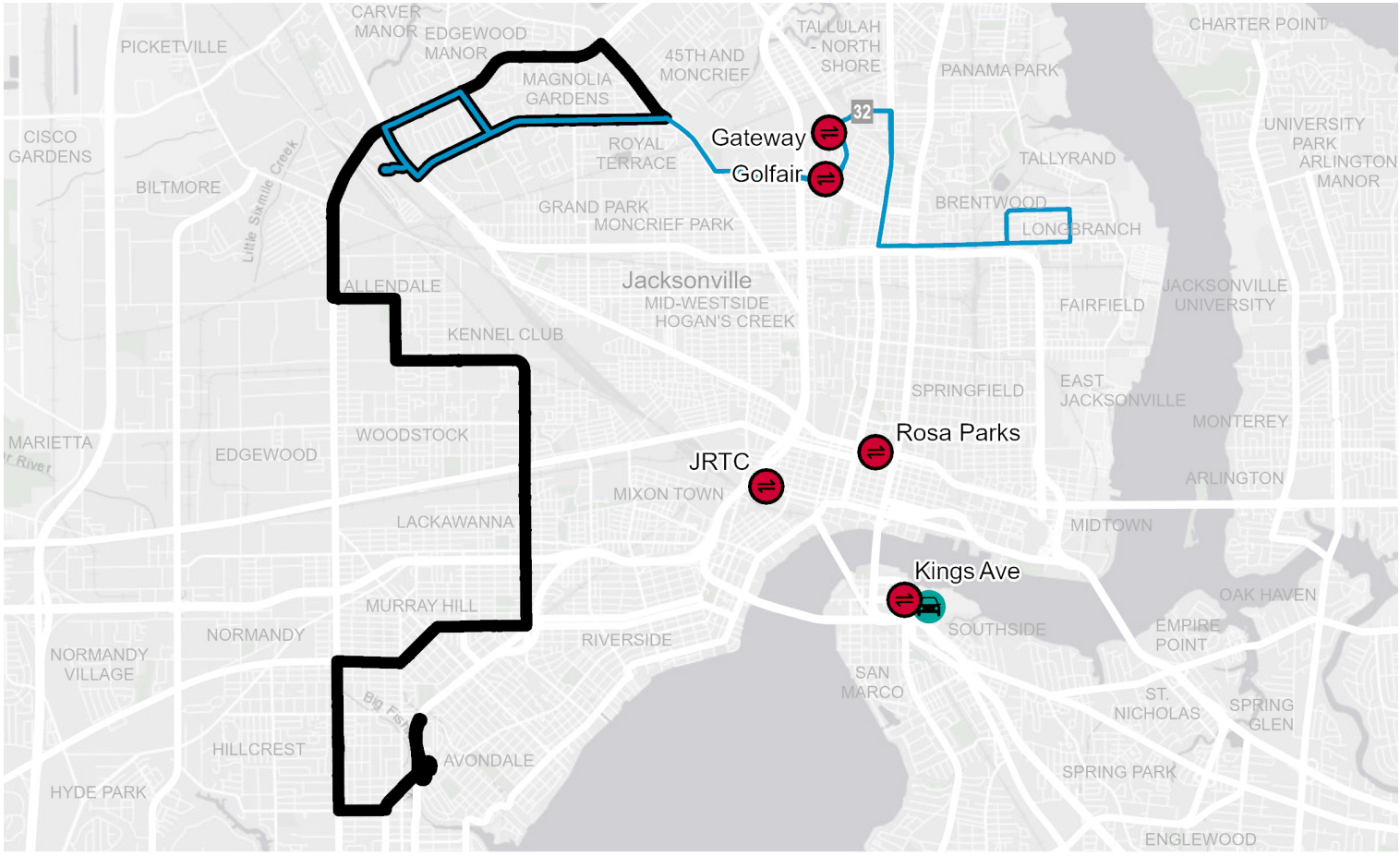
- Convert to crosstown route by truncating alignment south of Amtrak station and extend it east to Phoenix Ave loop (Route 11).
- 30-minute service all day every day.

Route Demographics

10,460 people
in service area

3,121 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

4 Kings Road

Proposal: Increase weekday service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:32 AM-11:49 PM	4:32 AM-12:15 AM
	Freq.	30 minutes peak 30 minutes off-peak	20 minutes peak 31 minutes off-peak
Saturday	Span	5:50 AM-11:46 PM	5:50 AM-11:46 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak
Sunday	Span	5:50 AM-10:46 PM	5:50 AM-10:46 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak

Recommendation Description

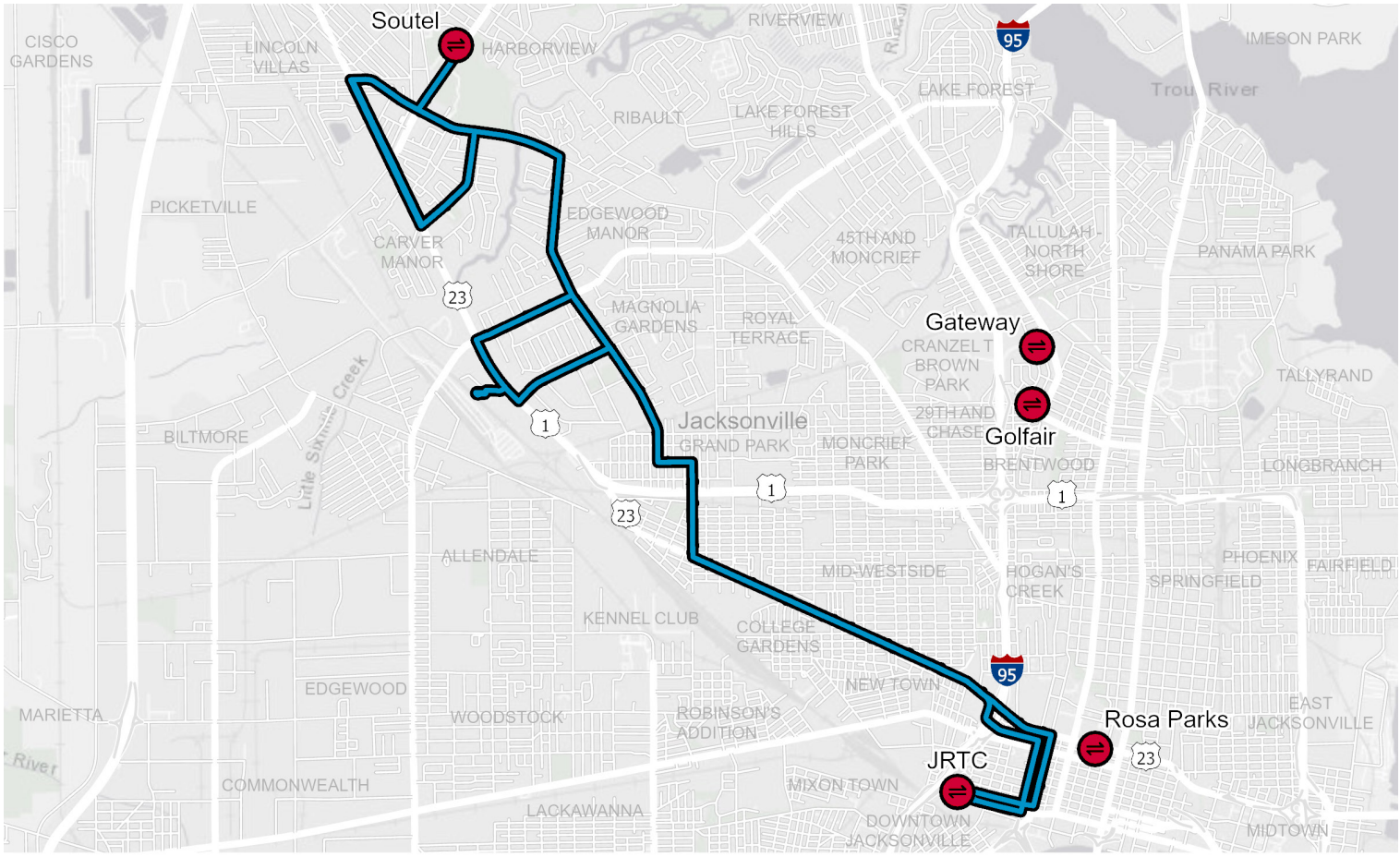
- Increase weekday peak service to 20.

Route Demographics

12,988 people
in service area

8,101 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

40 Airport Center/New Berlin

Proposal: Create a new route connecting the Green Line with airport, River City Marketplace, Sheffield Park

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	5:00 AM-12:55 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Saturday	Span	-	5:00 AM-12:55 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Sunday	Span	-	5:00 AM-12:55 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak

Recommendation Description

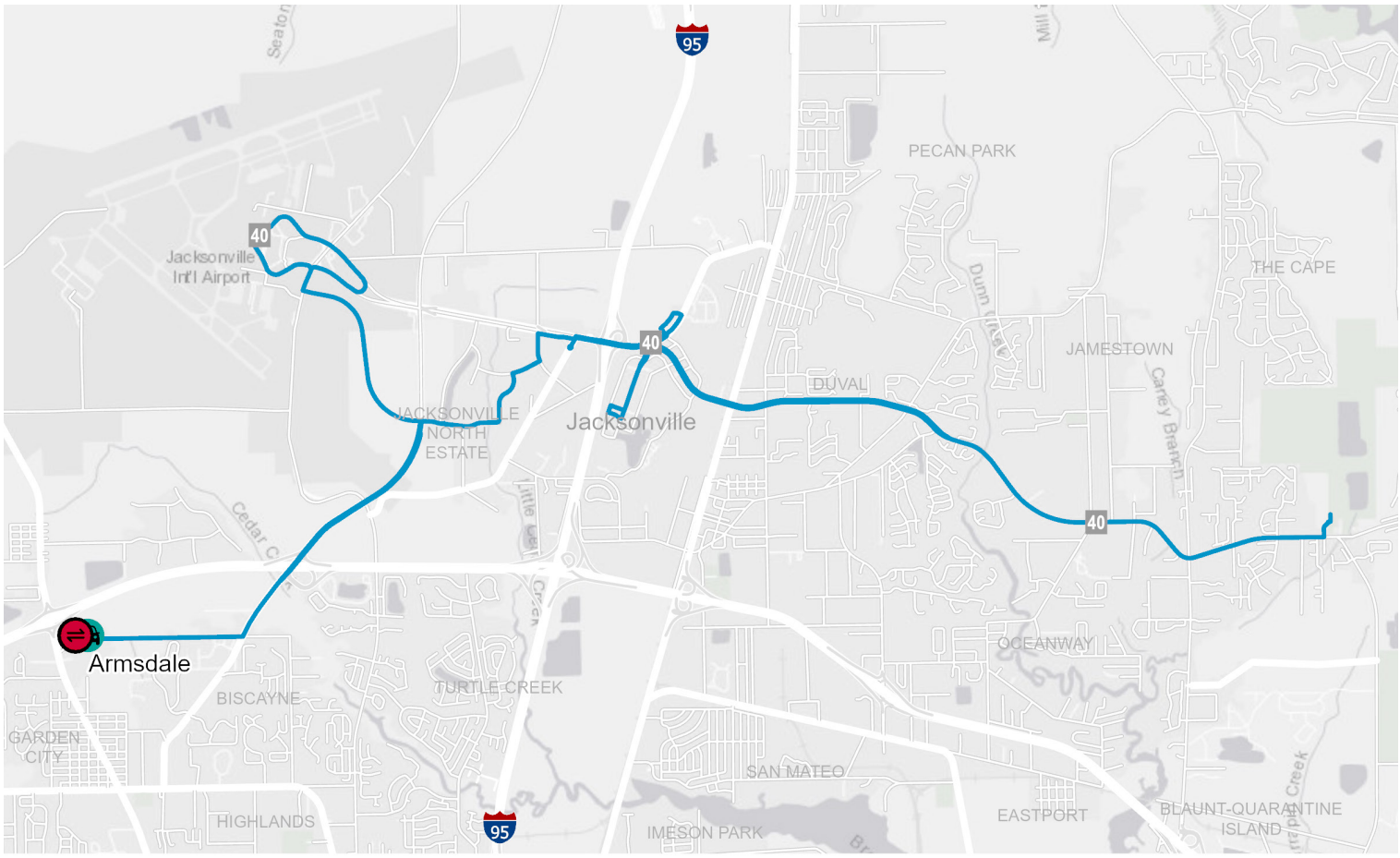
- New route connects Green Line/Armsdale with Sheffield Regional Park, distribution centers/employment on Vantage Way west of I-95, and River City Marketplace.
- 30-minute all-day service everyday.

Route Demographics

3,574 people
in service area

1,281 jobs
in service area

Proposed Alignment



51 Edgewood

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:00 AM-11:44 PM	5:00 AM-12:02 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:12 AM-10:55 PM	5:12 AM-11:12 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:12 AM- 9:55 PM	5:12 AM-10:12 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

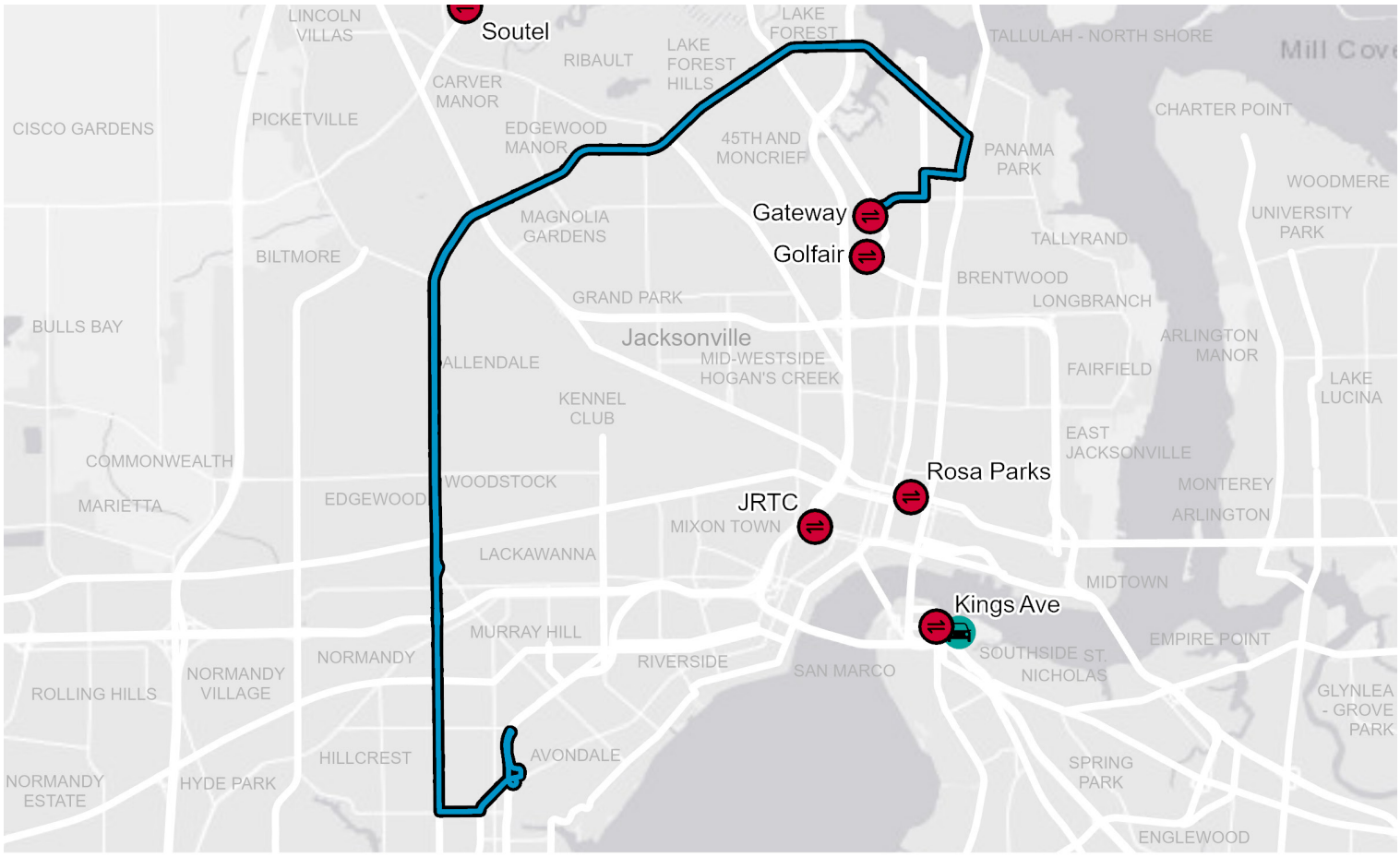
- 30-minute service all day every day.

Route Demographics

13,191 people
in service area

5,265 jobs
in service area

Proposed Alignment



60 Airport Express

Proposal: Create a new airport express route that is distinct from Route 1 and provide more service than former Route 1B.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	5:12 AM-1:11 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Saturday	Span	-	4:38 AM-1:04 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Sunday	Span	-	4:53 AM-1:04 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak

Recommendation Description

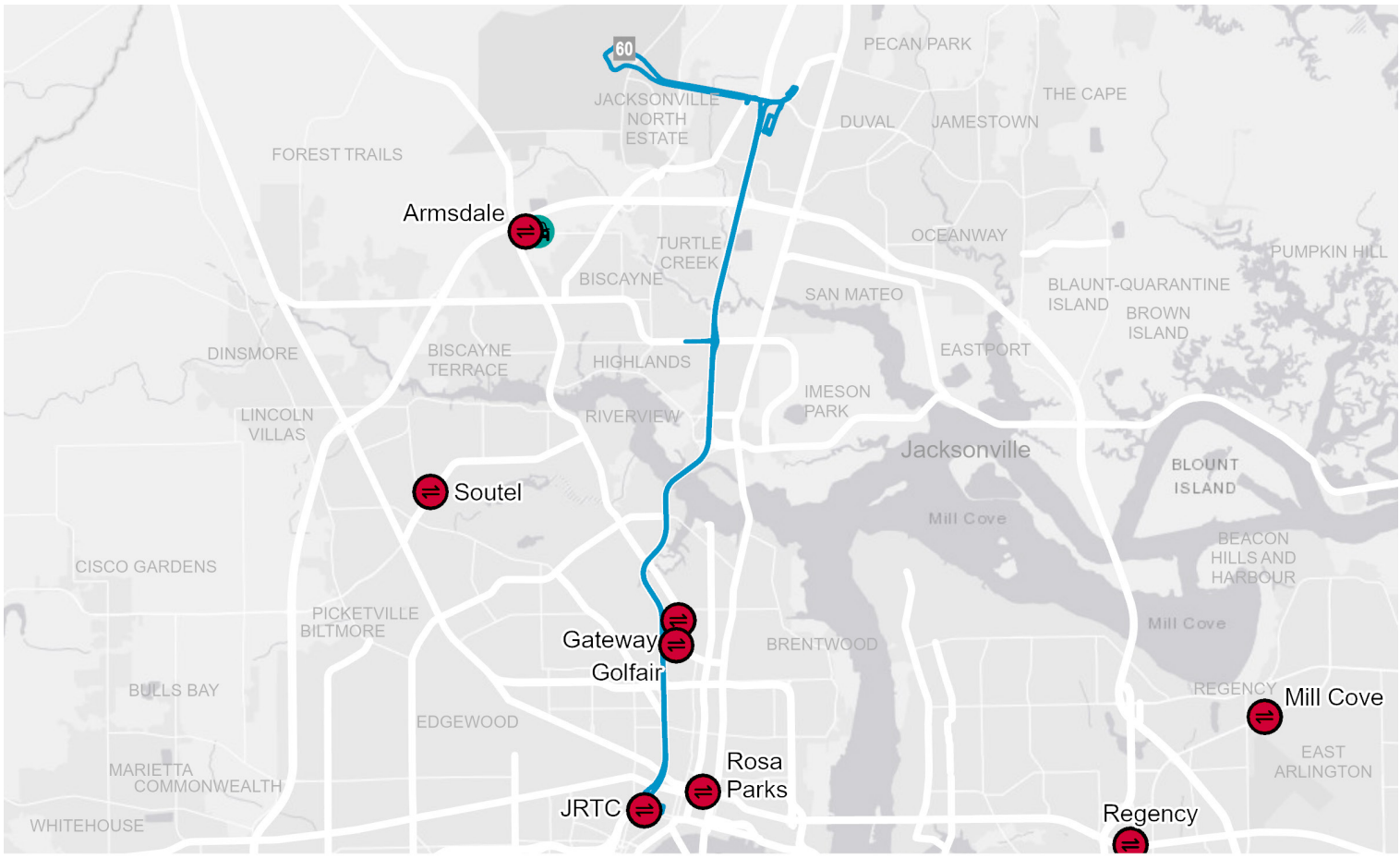
- Connect the Green Line/Armsdale with Sheffield Regional Park, connecting to the 1A, distribution centers/ employment on Vantage Way west of I-95, and River City Marketplace.
- 30-minute service all day on weekdays and weekends.

Route Demographics

1,092 people
in service area

1,739 jobs
in service area

Proposed Alignment



81 Dinsmore Shuttle

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:40 AM-8:50 AM 1:15 PM-7:46 PM	5:40 AM-8:50 AM 1:15 PM-7:46 PM
	Freq.	2 trips peak 60 minutes off-peak	2 trips peak 60 minutes off-peak
Saturday	Span	5:40 AM-8:59 AM 1:15 PM-6:53 PM	5:40 AM-8:59 AM 1:15 PM-6:53 PM
	Freq.	60 minutes peak 2 trips off-peak	60 minutes peak 2 trips off-peak
Sunday	Span	5:40 AM-6:05 AM 6:30 PM-6:53 PM	5:40 AM-6:05 AM 6:30 PM-6:53 PM
	Freq.	- 2 trips off-peak	- 2 trips off-peak

Recommendation Description

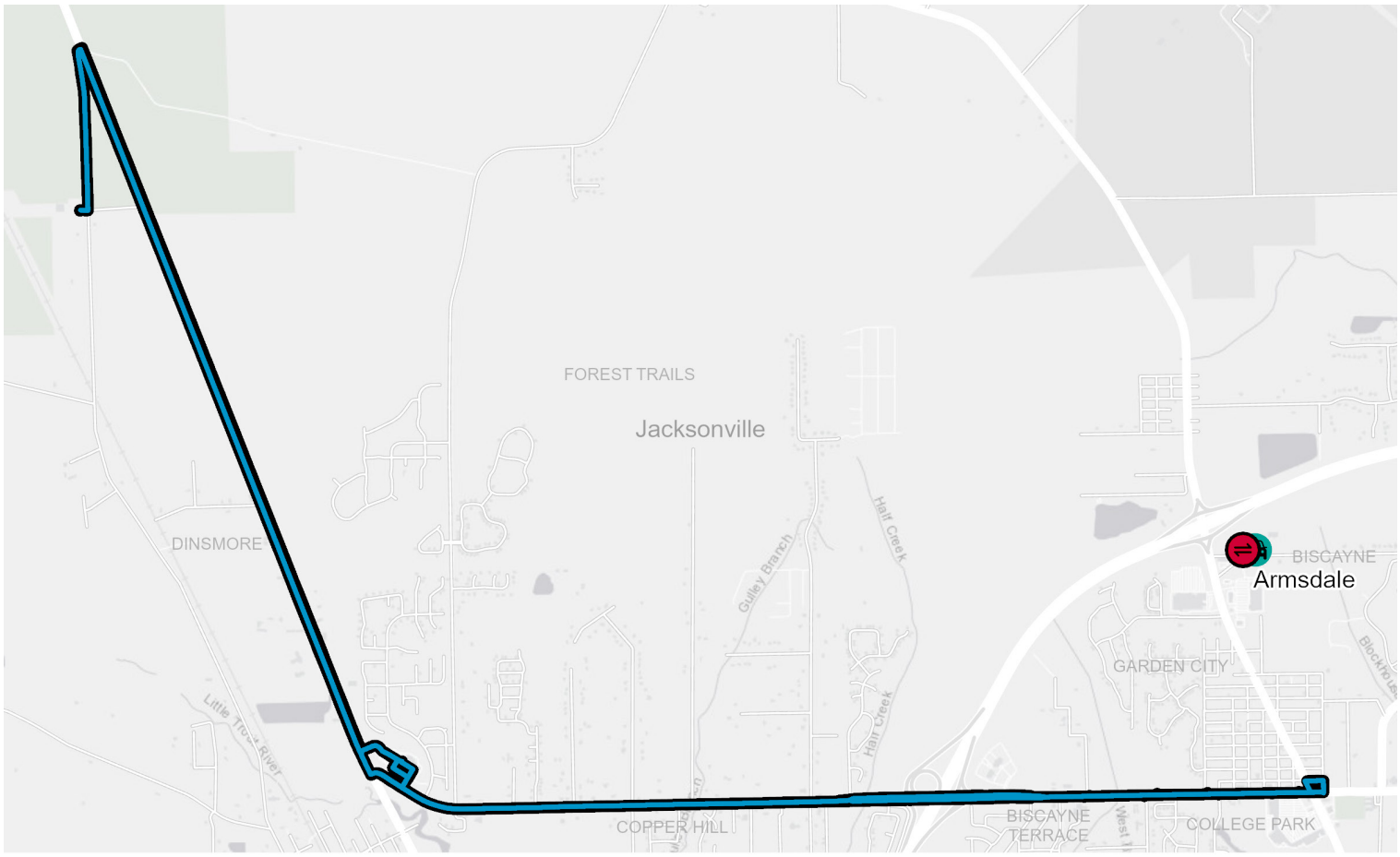
- Maintain service and alignment.

Route Demographics

1,078 people
in service area

378 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

82 Amazon Shuttle

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:15 AM-8:46 AM 5:30 PM-7:46 PM	4:15 AM-8:46 AM 5:30 PM-7:46 PM
	Freq.	10 minutes peak -	10 minutes peak -
Saturday	Span	6:14 AM-8:12 AM 5:30 PM-7:49 PM	6:14 AM-8:12 AM 5:30 PM-7:49 PM
	Freq.	1 trip peak 15 minutes off-peak	1 trip peak 15 minutes off-peak
Sunday	Span	6:14 AM-8:12 AM 5:30 PM-7:24 PM	6:14 AM-8:12 AM 5:30 PM-7:24 PM
	Freq.	1 trip peak 15 minutes off-peak	1 trip peak 15 minutes off-peak

Recommendation Description

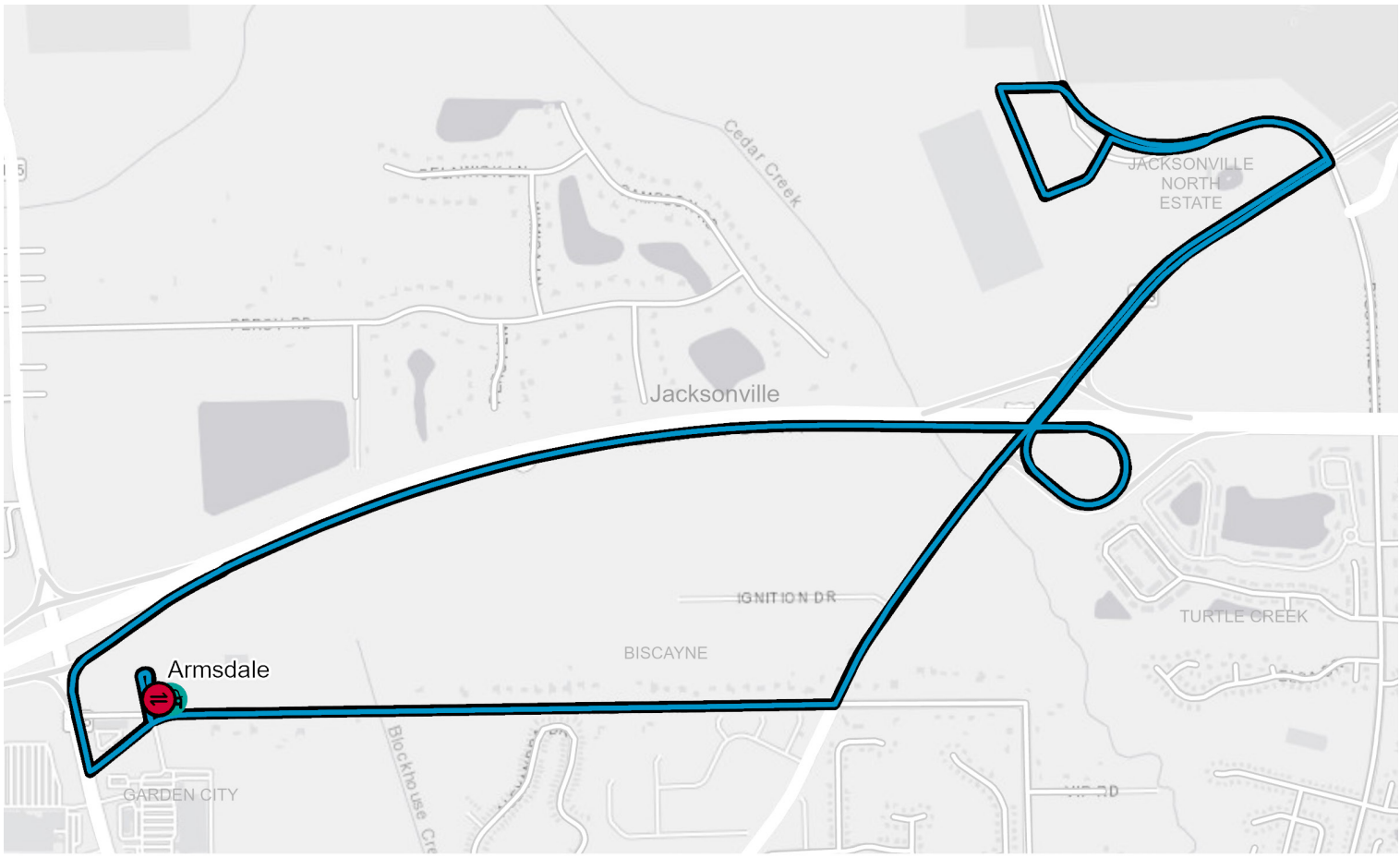
- Maintain service and alignment.

Route Demographics

308 people
in service area

141 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

800 Nassau Express Select

Proposal: Add stops to this route per Nassau County Transit Study recommendations.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	6:10 AM- 7:30 PM	6:10 AM- 7:30 PM
	Freq.	30 minutes peak -	30 minutes peak -
Saturday	Span	-	-
	Freq.	- -	- -
Sunday	Span	-	-
	Freq.	- -	- -

Recommendation Description

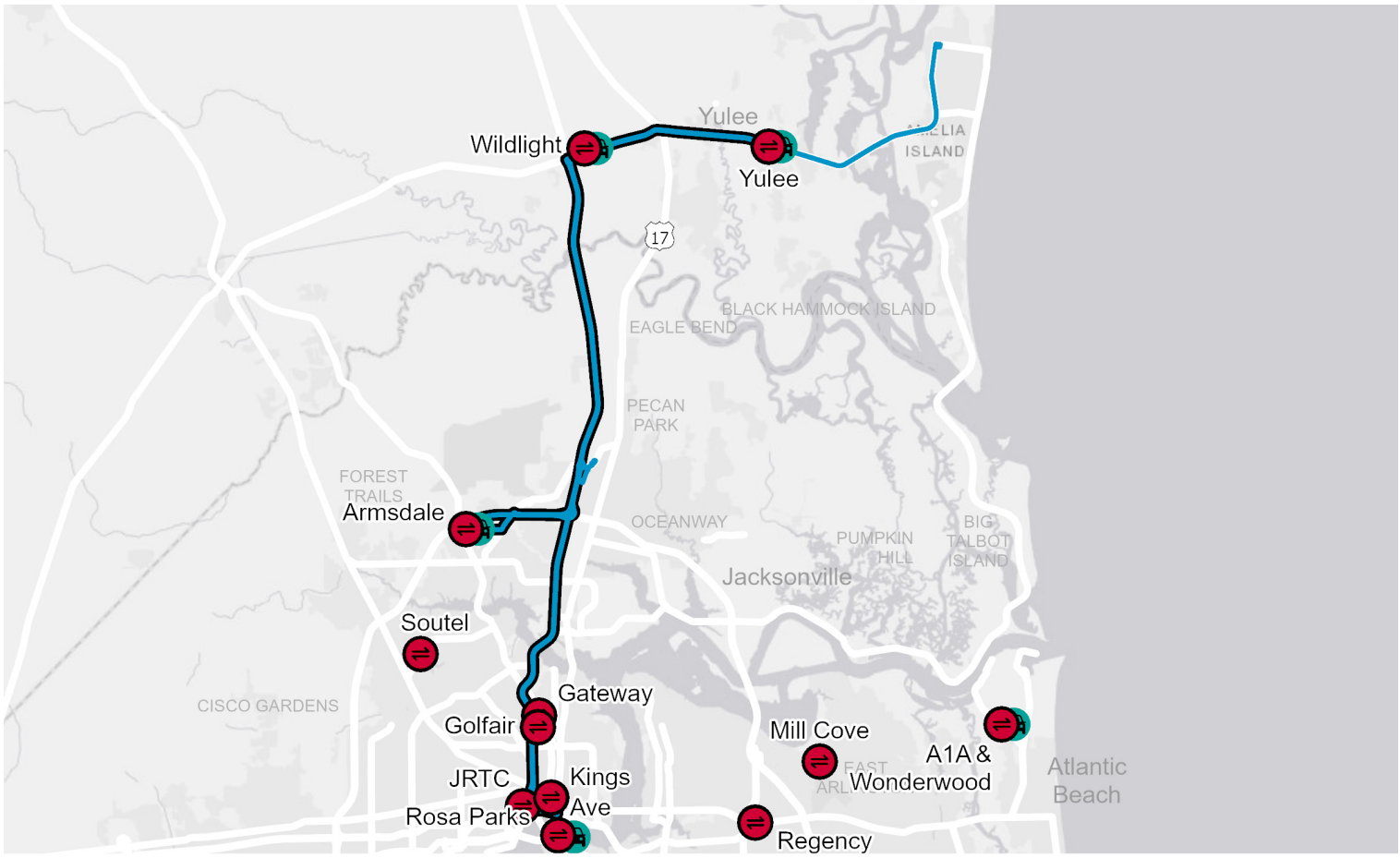
- Add a stop to serve River City Marketplace.
- Add another stop at 12356 Max Leggett Pkwy, mimicking the way JTA Route 1 serves this area.

Route Demographics

2,425 people
in service area

11,663 jobs
in service area

Proposed Alignment



N1 Nassau Flex Blue Line

Proposal: Add new flex route connecting Armsdale PNR and Yulee.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	7:30 AM-4:01 PM
	Freq.	- -	- 3 trips off-peak
Saturday	Span	-	7:30 AM-4:01 PM
	Freq.	- -	- 3 trips off-peak
Sunday	Span	-	7:30 AM-4:01 PM
	Freq.	- -	- 3 trips off-peak

Recommendation Description

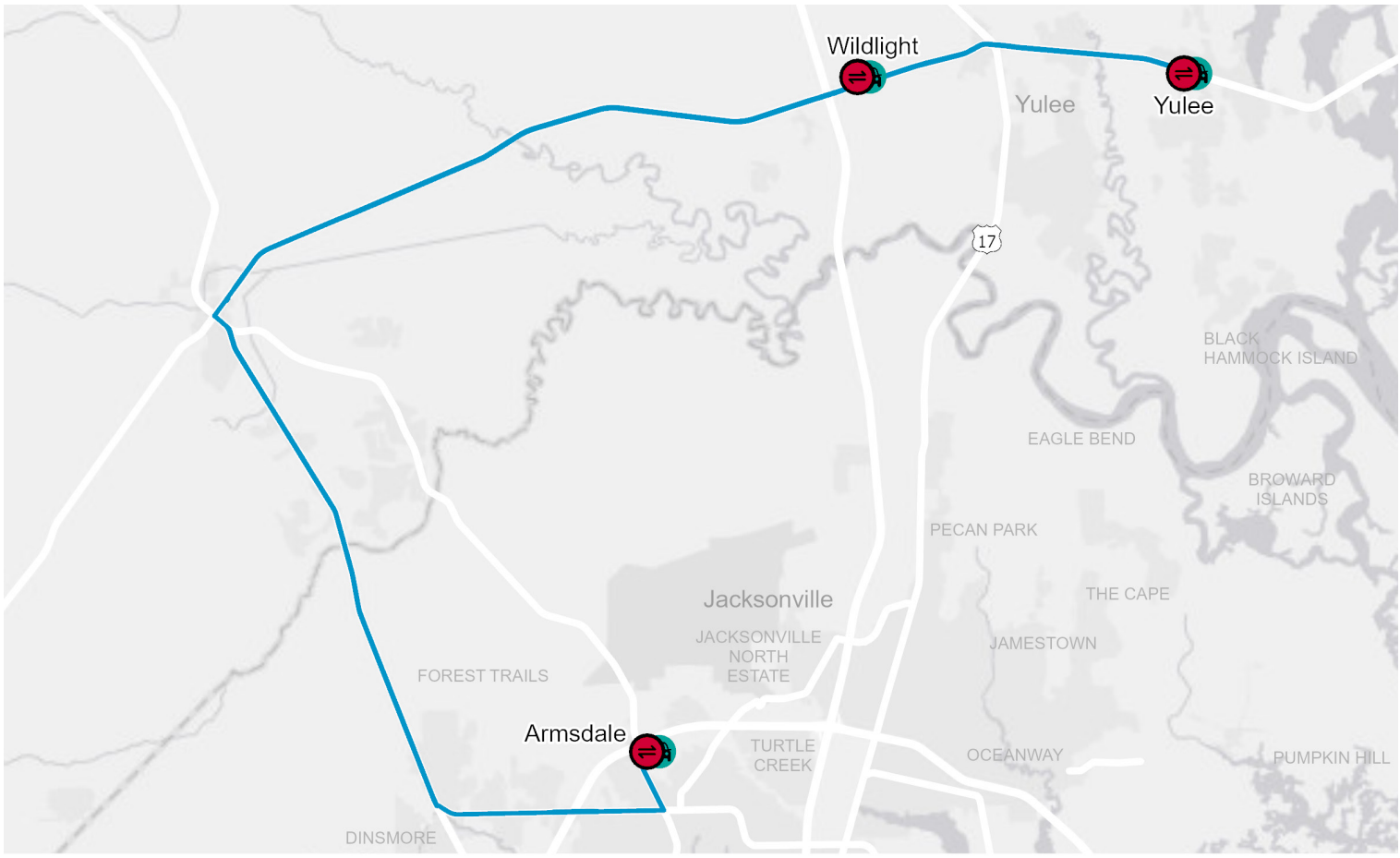
- Add new flex route connecting Armsdale PNR and Yulee.

Route Demographics

1,042 people
in service area

349 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

N2 Nassau Flex Red Line

Proposal: Add new flex route connecting Armsdale PNR and Hilliard.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	7:30 AM-3:52 PM
	Freq.	- -	- 3 trips off-peak
Saturday	Span	-	7:30 AM-3:52 PM
	Freq.	- -	- 3 trips off-peak
Sunday	Span	-	7:30 AM-3:52 PM
	Freq.	- -	- 3 trips off-peak

Recommendation Description

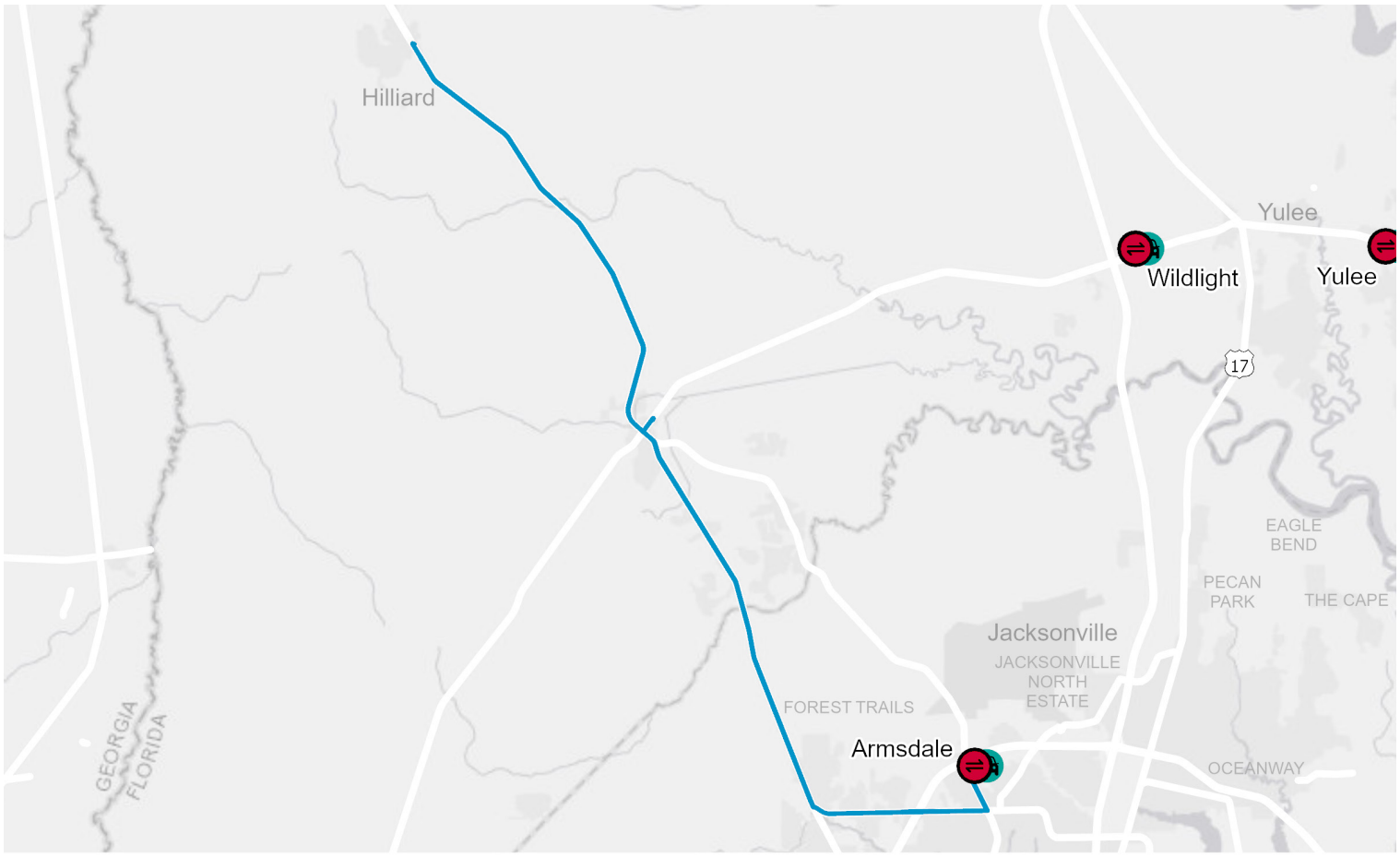
- Add new flex route connecting Armsdale PNR and Hilliard.

Route Demographics

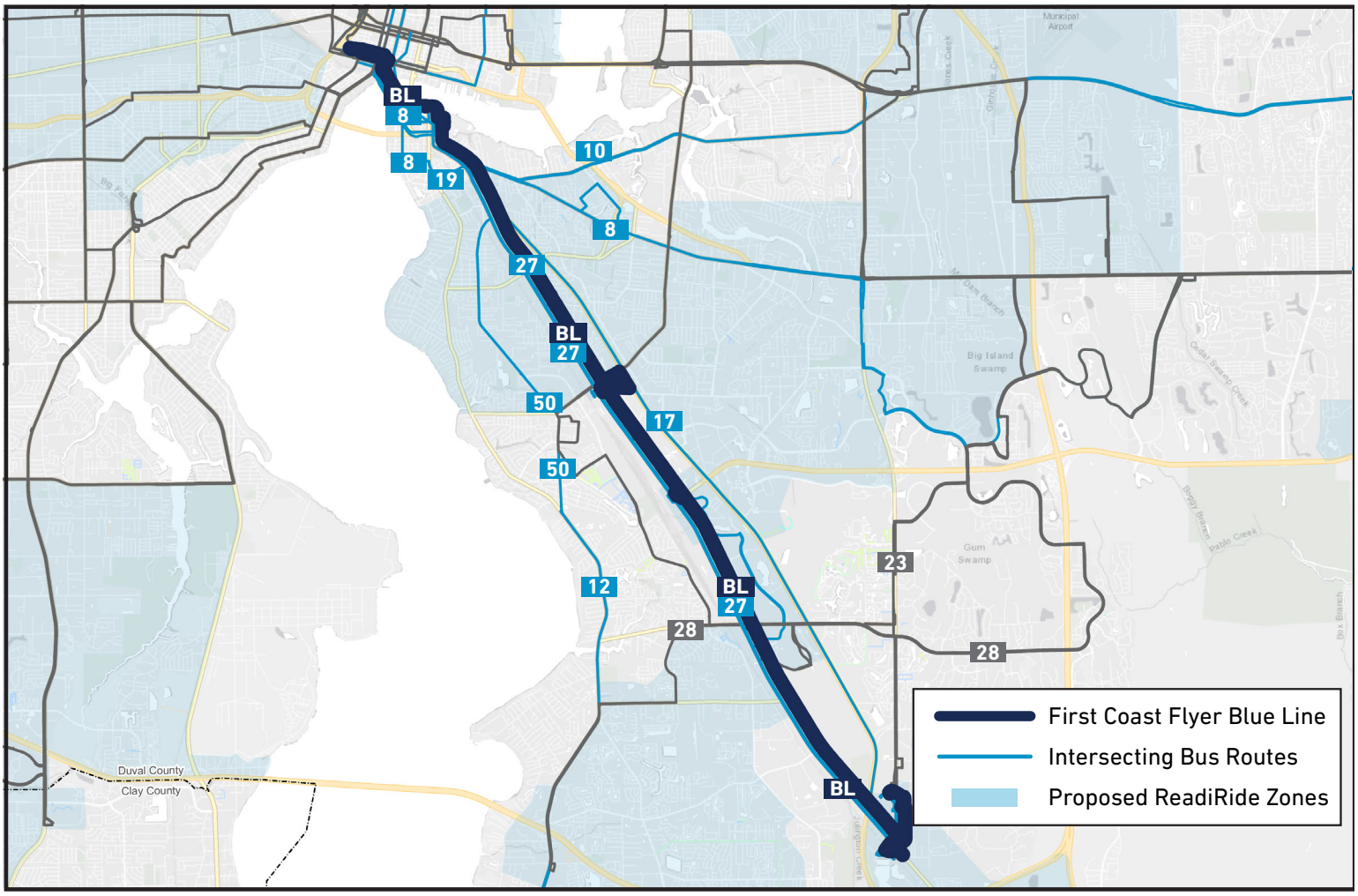
900 people
in service area

334 jobs
in service area

Proposed Alignment



Blue Line Connecting Routes



107 Blue Line

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:30 AM-12:19 AM	4:30 AM-1:02 AM
	Freq.	30 minutes peak 30 minutes off-peak	10 minutes peak 15 minutes off-peak
Saturday	Span	4:06 AM-12:46 AM	4:06 AM-1:08 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:06 AM-12:46 AM	5:06 AM-1:08 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

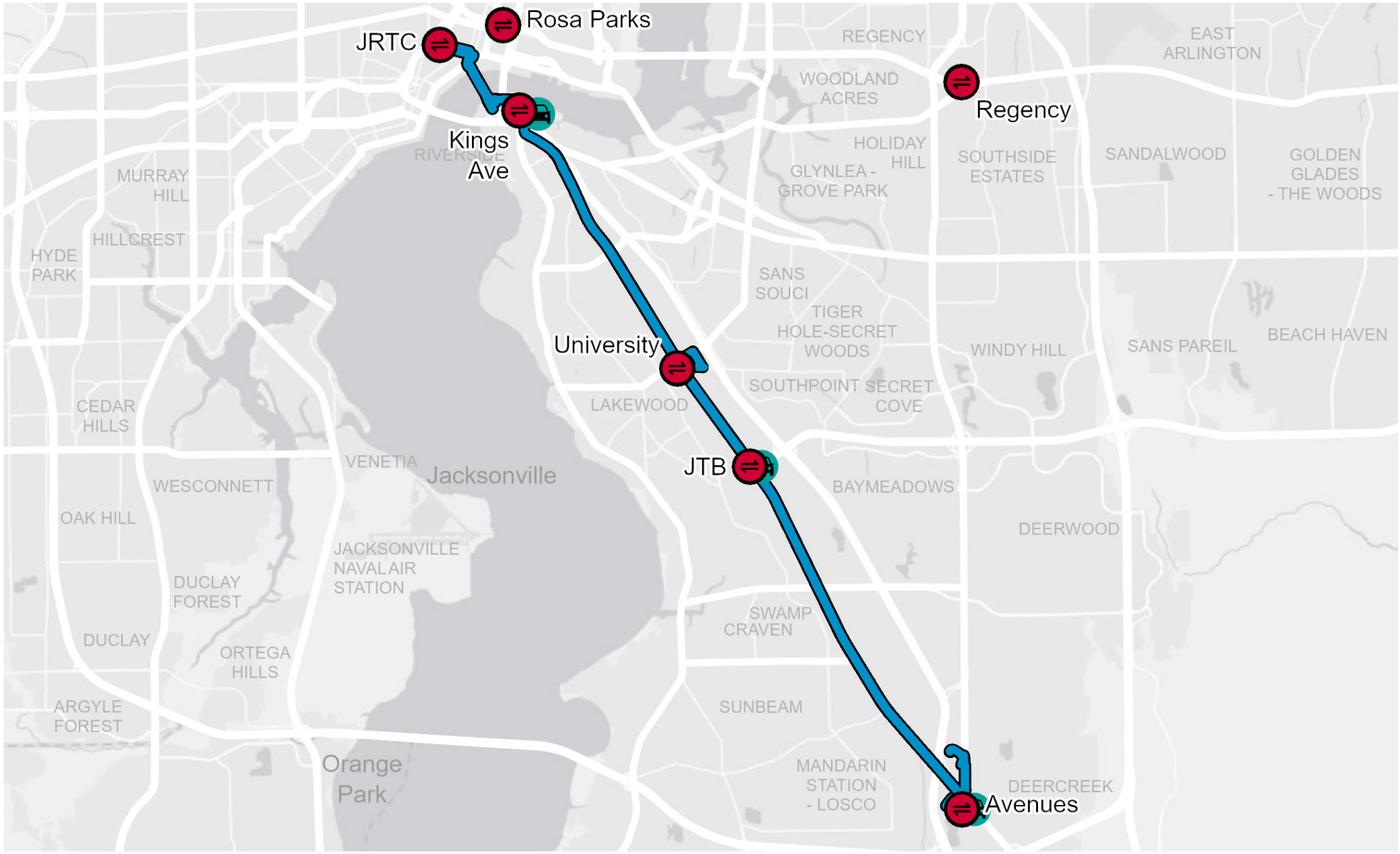
- Increase service and maintain alignment.

Route Demographics

3,099 people
in service area

20,014 jobs
in service area

Proposed Alignment



17 St. Augustine

Proposal: Increase weekday service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:51 AM-12:32 AM	4:51 AM-1:02 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	4:38 AM- 9:46 PM	5:14 AM-9:30 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak
Sunday	Span	4:44 AM- 9:52 PM	5:20 AM-9:36 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak

Recommendation Description

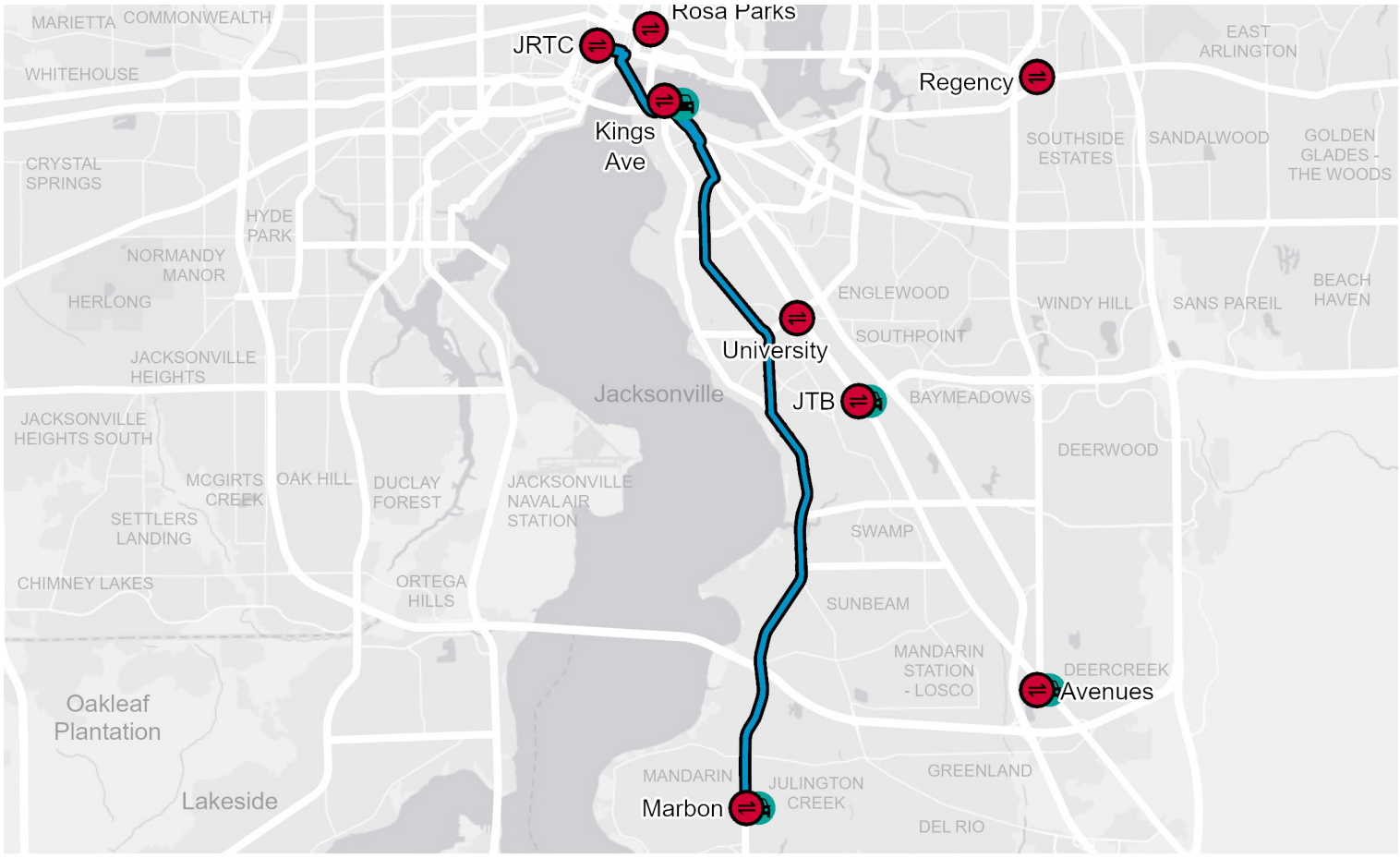
- Increase weekday service to 30.

Route Demographics

13,673 people
in service area

11,502 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

25 San Jose Blvd

Proposal: Discontinue route. Replace service with ReadiRide.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:10 AM-11:16 PM	-
	Freq.	60 minutes peak	-
		60 minutes off-peak	-
Saturday	Span	4:32 AM- 7:57 PM	-
	Freq.	60 minutes peak	-
		60 minutes off-peak	-
Sunday	Span	5:00 AM- 8:17 PM	-
	Freq.	60 minutes peak	-
		60 minutes off-peak	-

Recommendation Description

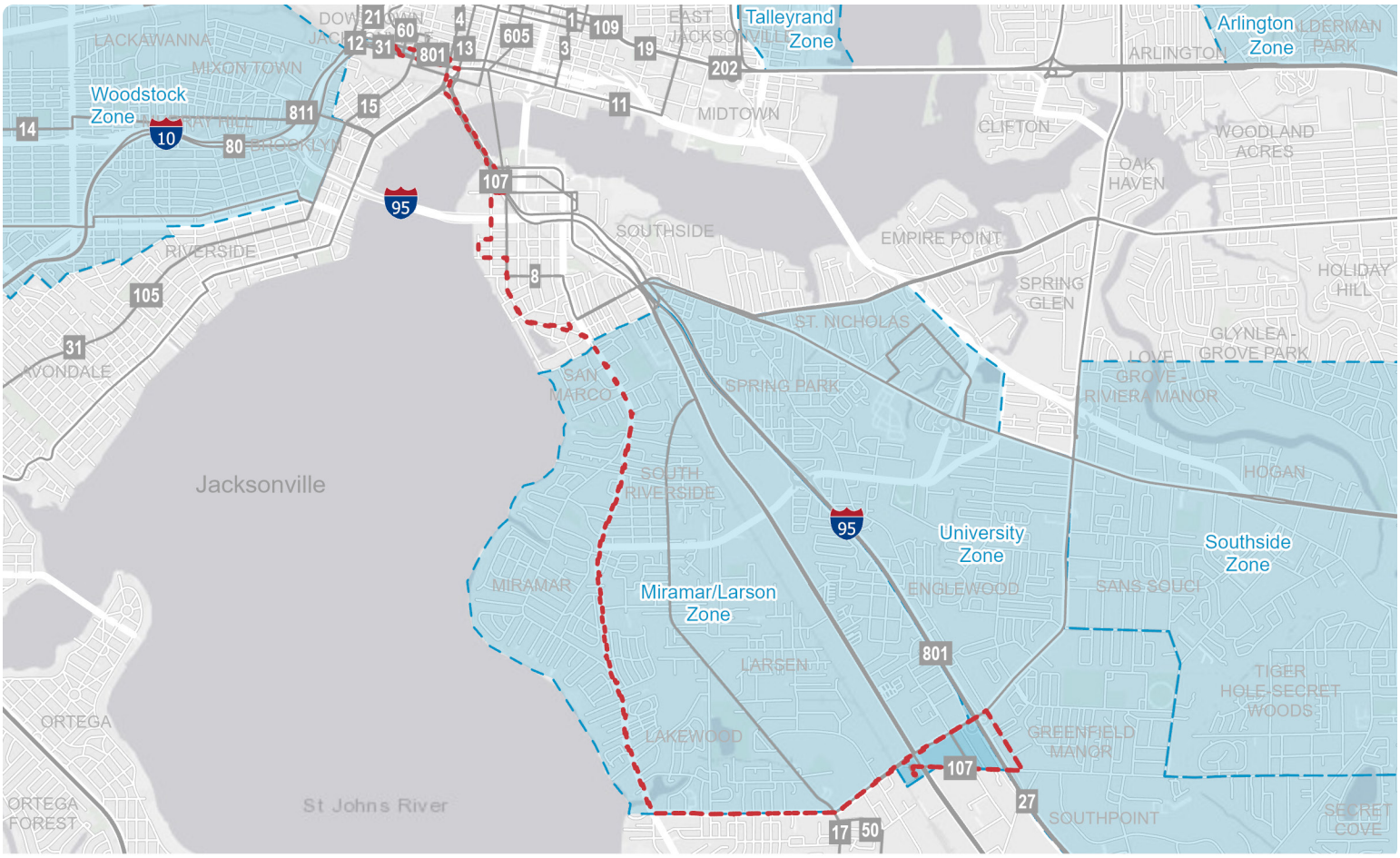
- Discontinue route. Replace service with ReadiRide.

Route Demographics

- people
in service area

- jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

27 Phillips Hwy/Avenues Walk

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	6:22 AM-11:16 PM	6:22 AM-11:16 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak
Saturday	Span	7:00 AM- 7:49 PM	7:00 AM- 7:49 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak
Sunday	Span	7:00 AM- 7:49 PM	7:00 AM- 7:49 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak

Recommendation Description

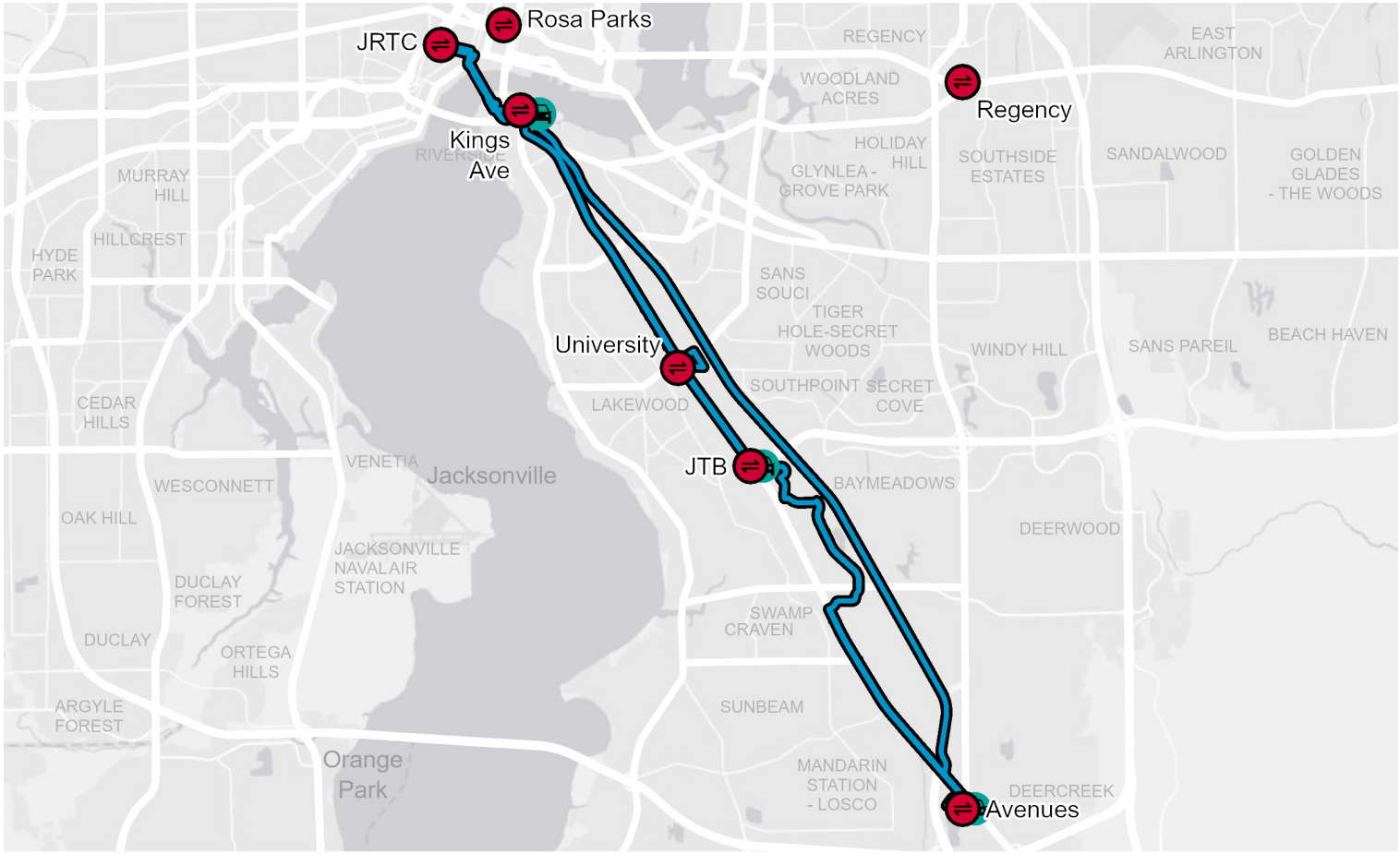
- Maintain service and alignment.

Route Demographics

7,703 people
in service area

30,021 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

801 St. Johns Express Select

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	6:20 AM- 7:50 PM	6:20 AM- 7:50 PM
	Freq.	40 minutes peak -	40 minutes peak -
Saturday	Span	-	-
	Freq.	- -	- -
Sunday	Span	-	-
	Freq.	- -	- -

Recommendation Description

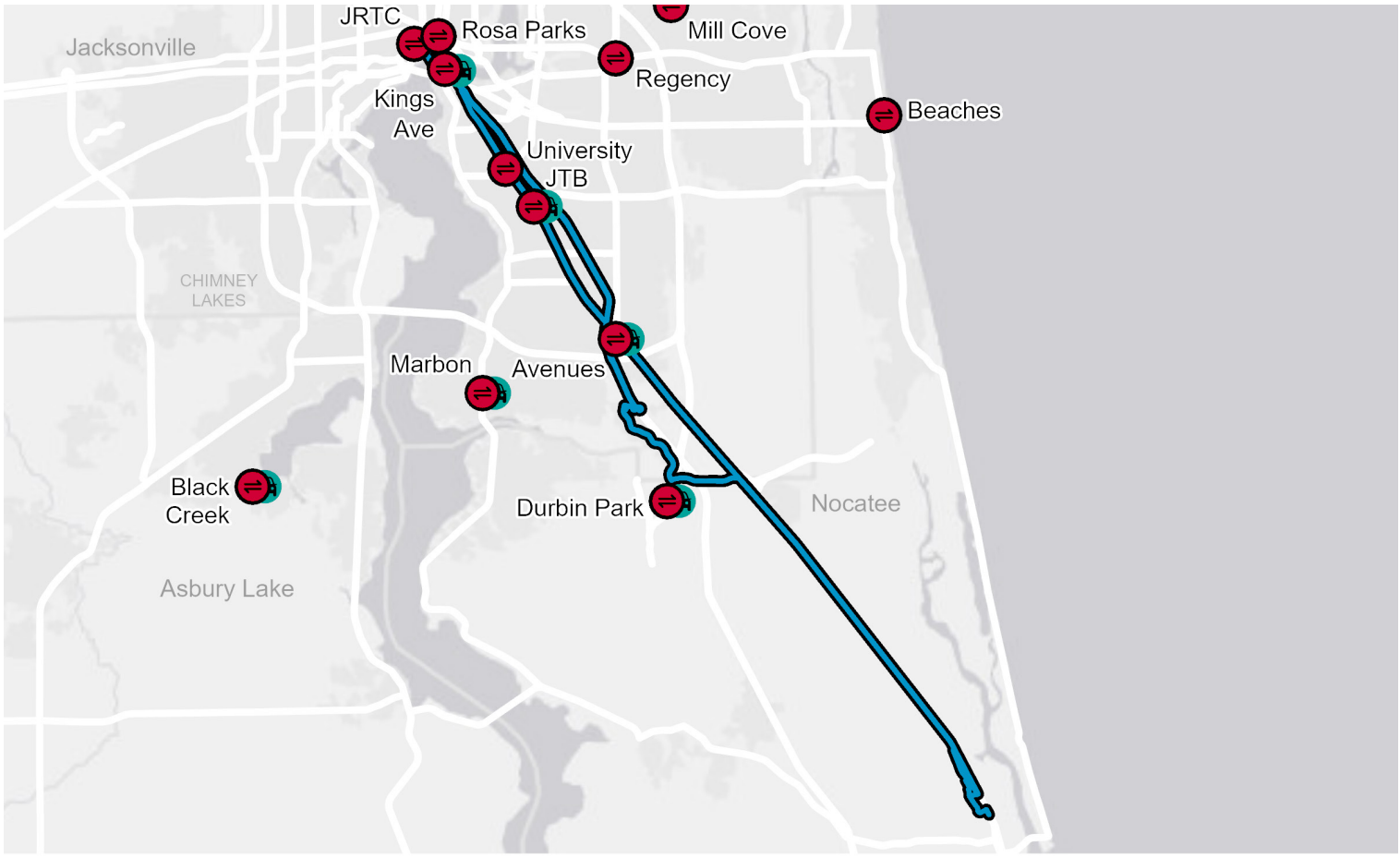
- Maintain service and alignment.

Route Demographics

1,143 people
in service area

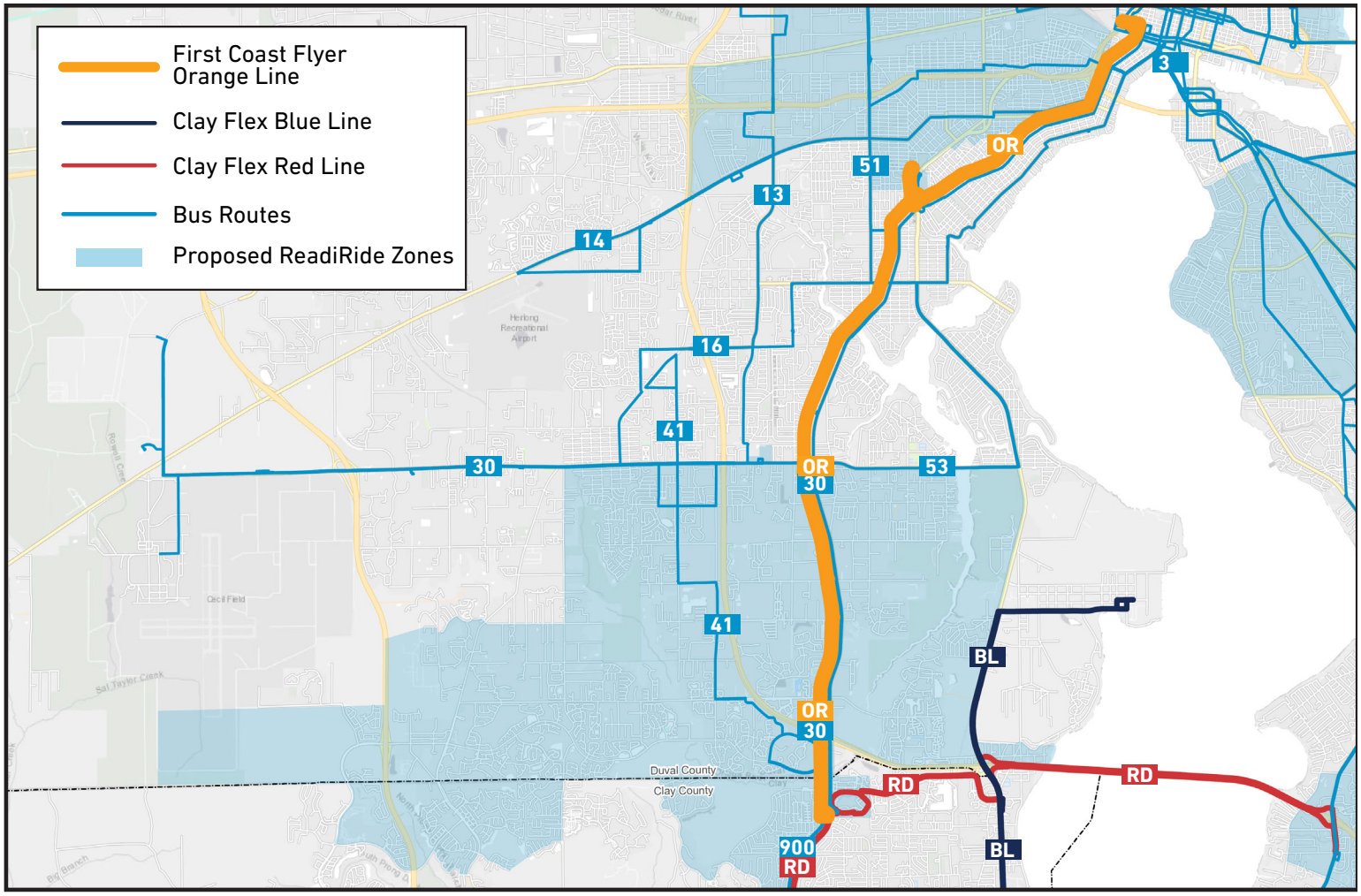
10,208 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

Orange Line Connecting Routes



105 Orange Line

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:55 AM-12:41 AM	4:55 AM-1:22 AM
	Freq.	30 minutes peak 30 minutes off-peak	10 minutes peak 17 minutes off-peak
Saturday	Span	4:10 AM-12:51 AM	4:10 AM-1:32 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:00 AM-11:46 PM	5:00 AM-12:22 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

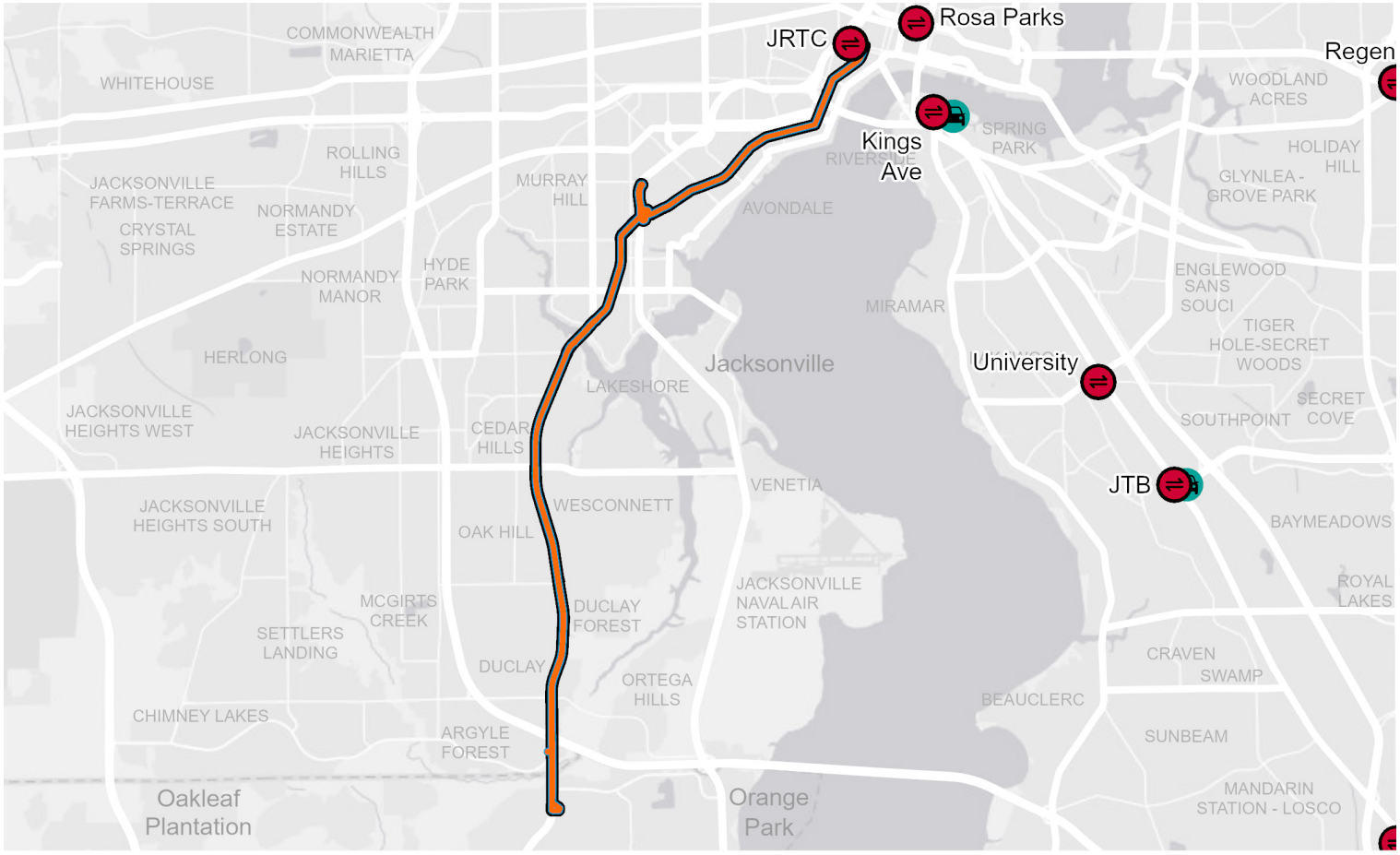
- Increase service and maintain alignment.

Route Demographics

7,940 people
in service area

8,118 jobs
in service area

Proposed Alignment



13 Commonwealth/Lane

Proposal: Increase weekday service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:33 AM-12:33 AM	4:33 AM-12:52 AM
	Freq.	45 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:36 AM-11:25 PM	5:40 AM-11:55 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak
Sunday	Span	5:36 AM-11:25 PM	5:36 AM-11:52 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak

Recommendation Description

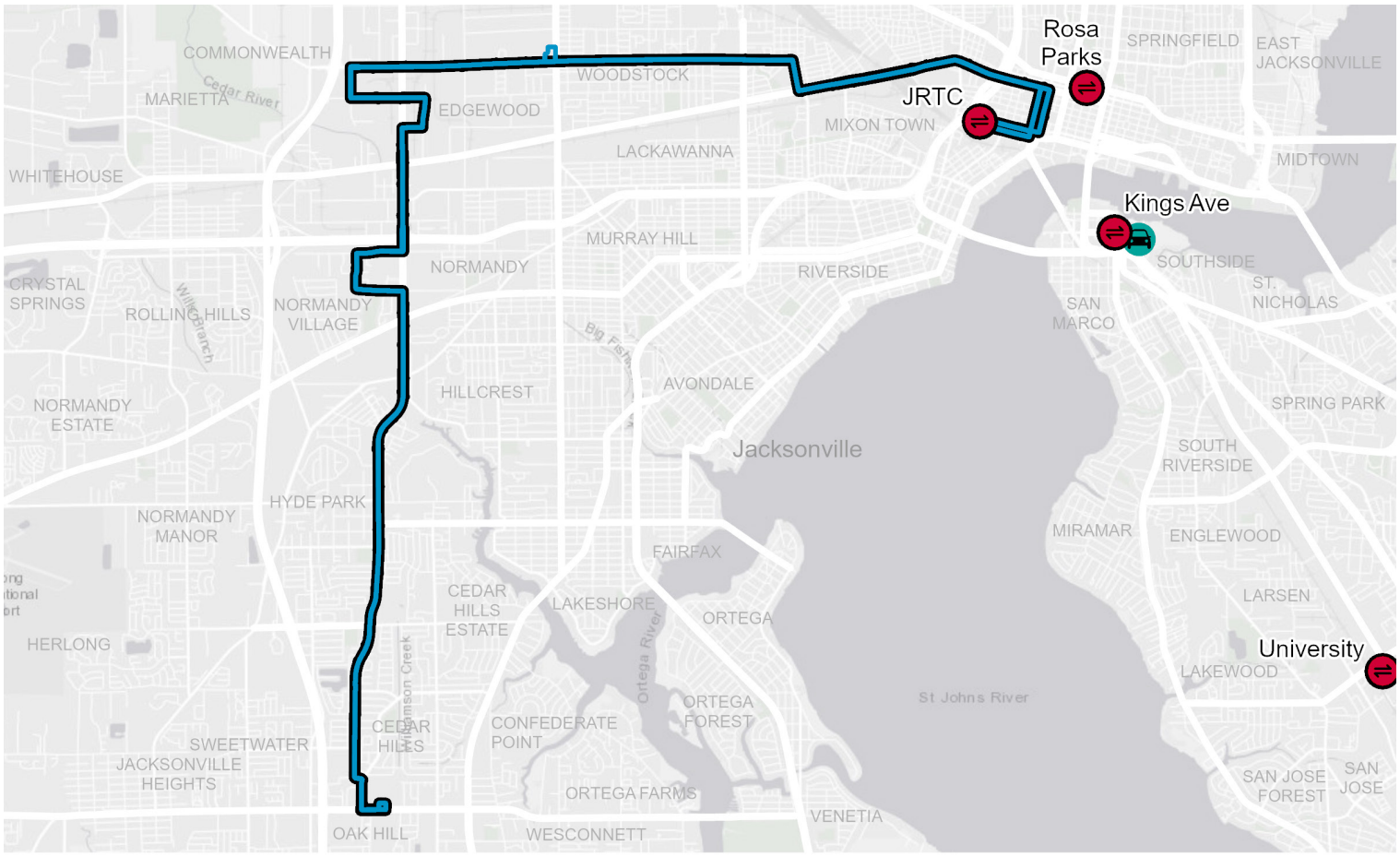
- Increase to 30-minute service on weekdays, all day for effective 15-minute service on short pattern.

Route Demographics

16,232 people
in service area

13,062 jobs
in service area

Proposed Alignment



14 Normandy

Proposal: Increase service and remove Post Street variant.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:35 AM-12:26 AM	4:35 AM-12:29 AM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:30 AM-10:45 PM	5:30 AM-10:21 PM
	Freq.	50 minutes peak 50 minutes off-peak	60 minutes peak 60 minutes off-peak
Sunday	Span	5:30 AM-10:45 PM	5:30 AM-10:21 PM
	Freq.	50 minutes peak 50 minutes off-peak	60 minutes peak 60 minutes off-peak

Recommendation Description

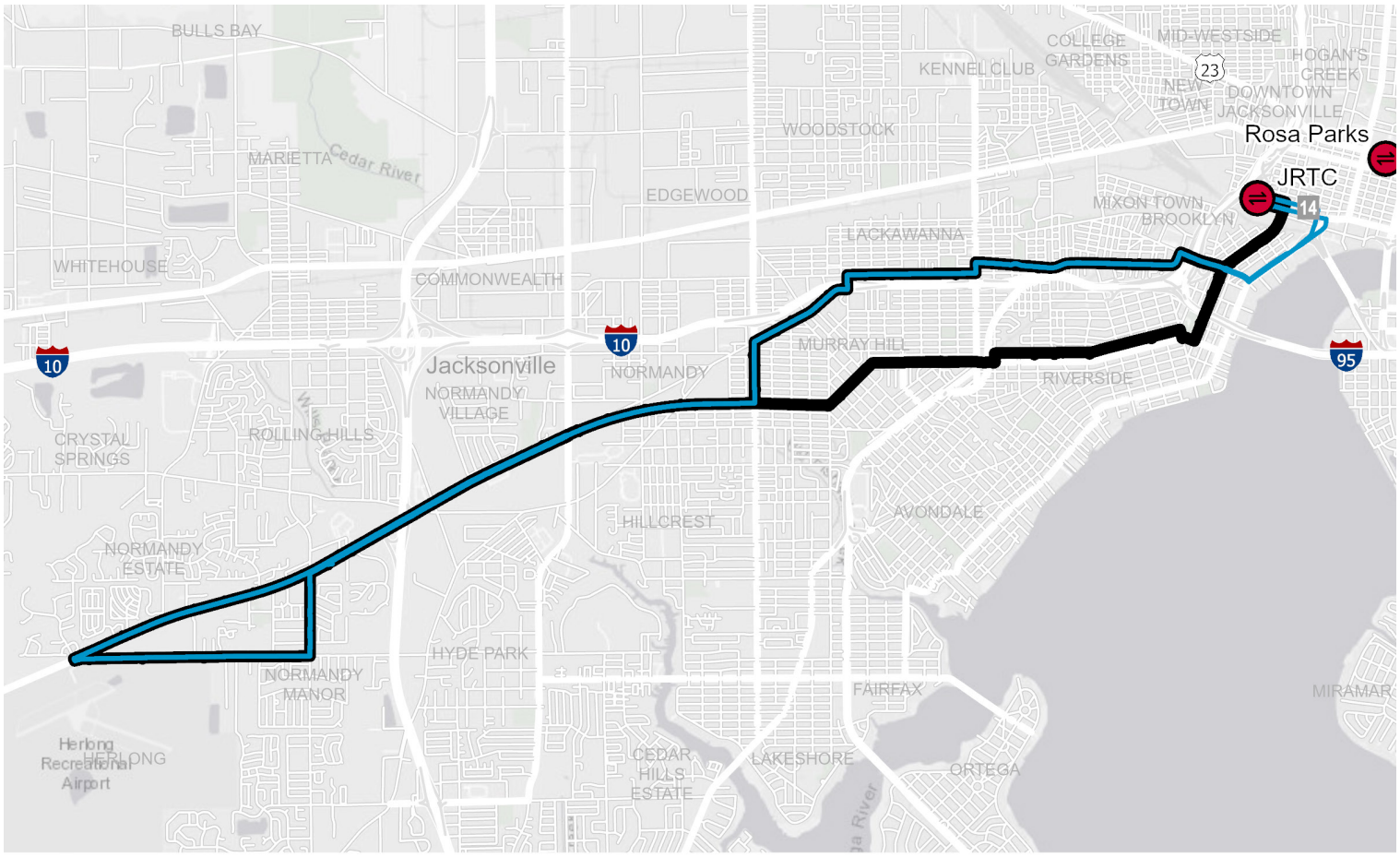
- Remove Post Street variant, which will be covered by the restored Route 15
- Maintain 30-minute service on weekdays and 60-minute service on weekends.

Route Demographics

12,003 people
in service area

10,927 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

15 Normandy/Post

Proposal: Restore this previously removed route to cost serivce lost on Route 14.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	4:35 AM-12:20 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Saturday	Span	-	5:30 AM-9:57 PM
	Freq.	-	60 minutes peak
		-	60 minutes off-peak
Sunday	Span	-	5:30 AM-9:57 PM
	Freq.	-	60 minutes peak
		-	60 minutes off-peak

Recommendation Description

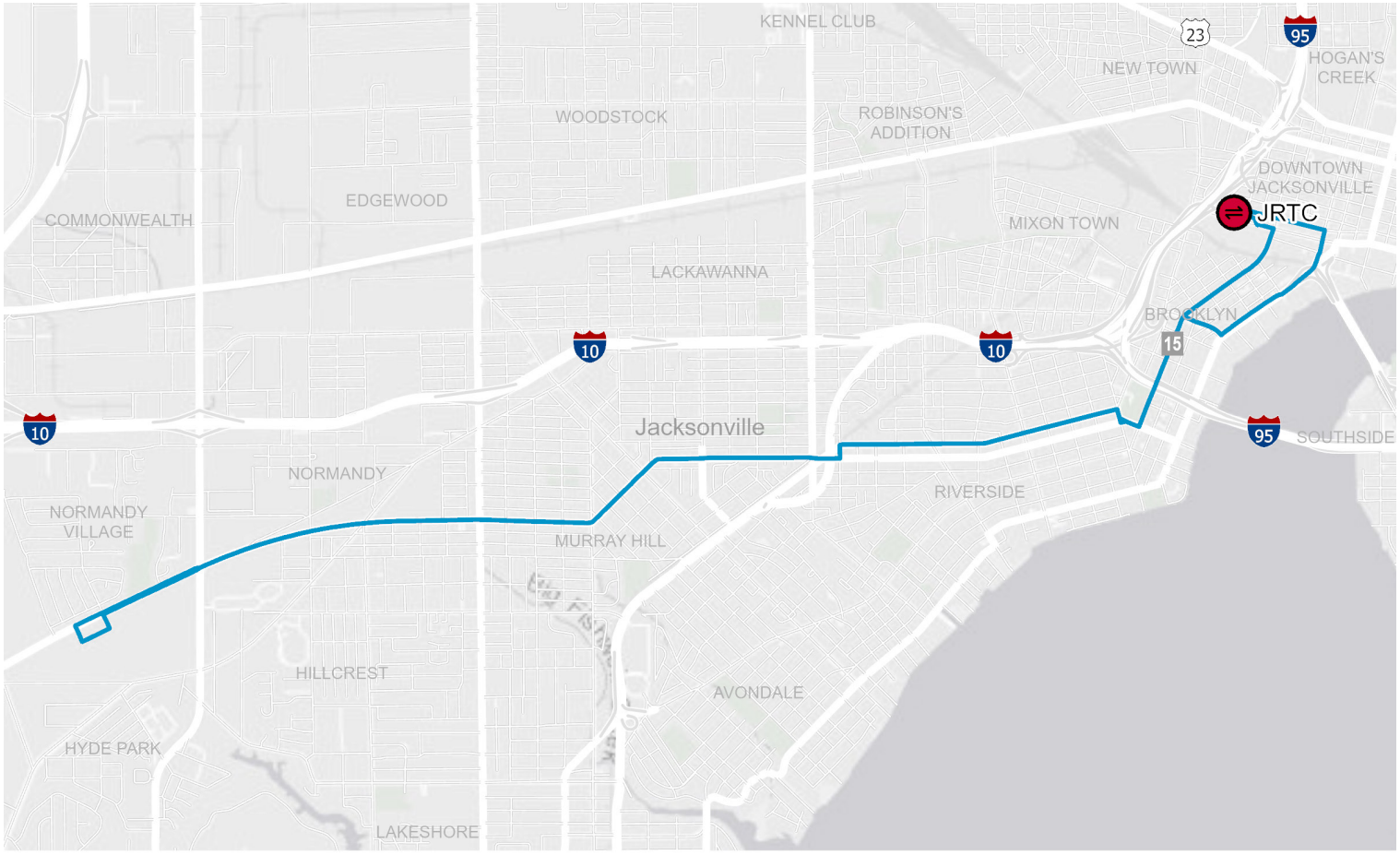
- Restore this route, which will cover removed segment of Route 14
- Implement weekday service every 30 and weekend service every 60.

Route Demographics

10,573 people
in service area

9,952 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

16 Riverside/Wilson

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:35 AM-11:21 PM	4:35 AM-11:47 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:45 AM-11:27 PM	5:36 AM-11:56 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:45 AM- 9:32 PM	5:45 AM-10:05 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

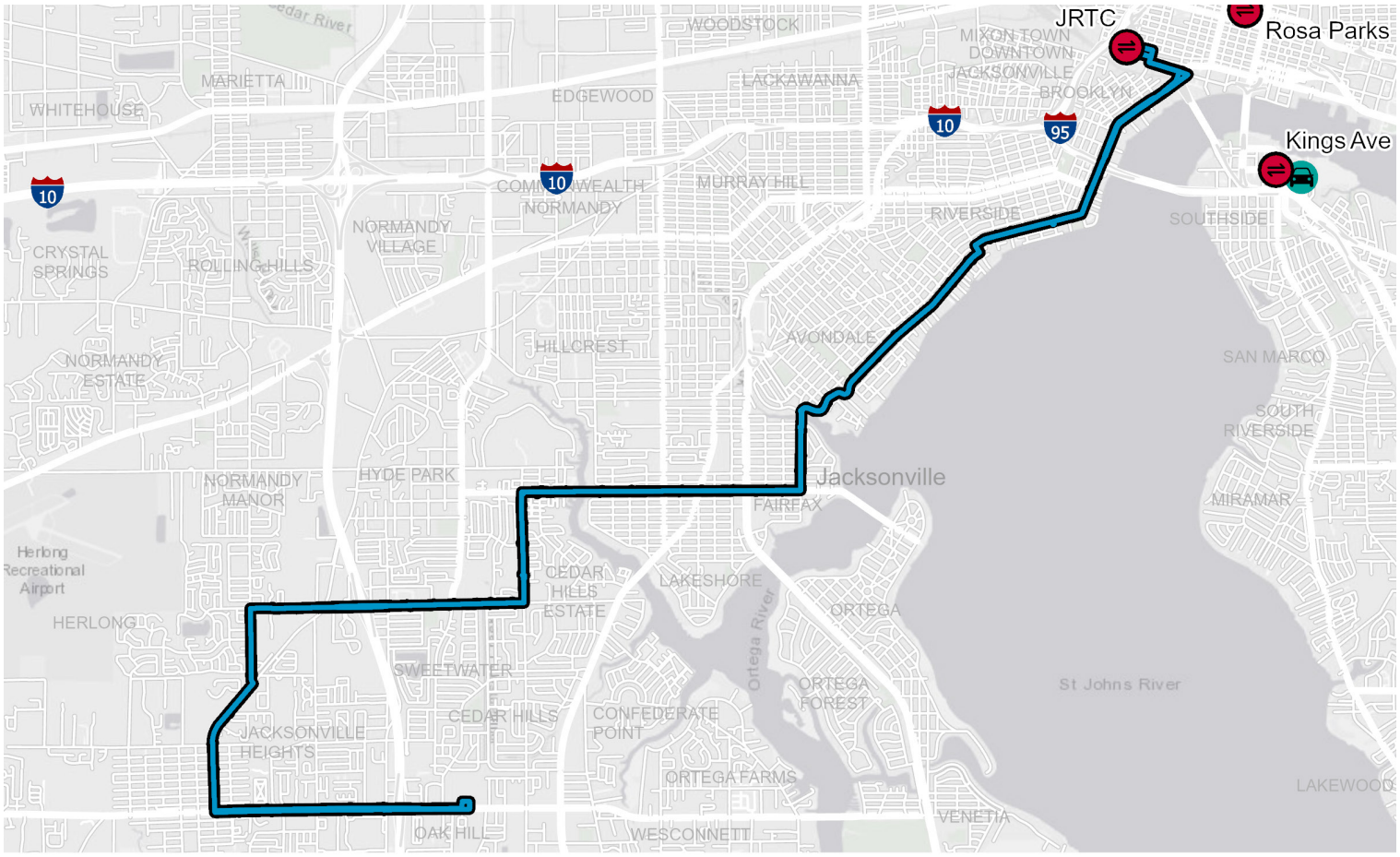
- Increase service to 30-minute all days.

Route Demographics

18,059 people
in service area

12,739 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

30 103rd Street

Proposal: Maintain alignment, increase service on new short turn pattern.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:50 AM- 8:26 PM	4:50 AM-8:27 PM
	Freq.	60 minutes peak 60 minutes off-peak	45 minutes peak 45 minutes off-peak
Saturday	Span	5:15 AM- 8:09 PM	5:15 AM-8:19 PM
	Freq.	60 minutes peak 60 minutes off-peak	45 minutes peak 45 minutes off-peak
Sunday	Span	5:51 AM- 7:43 PM	5:51 AM-7:51 PM
	Freq.	60 minutes peak 55 minutes off-peak	45 minutes peak 45 minutes off-peak

Recommendation Description

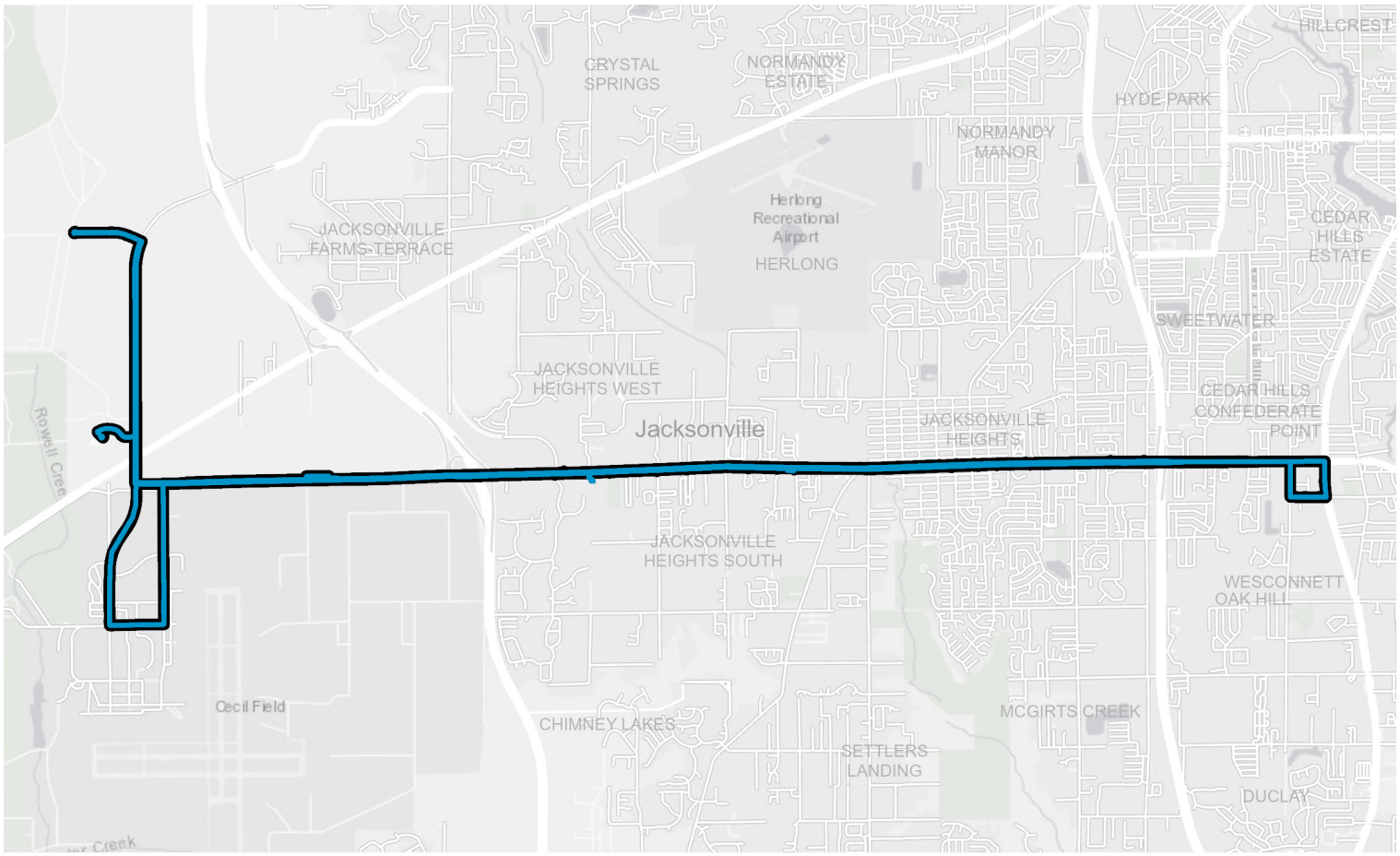
- Add weekday short turn pattern between downtown and Edgewood for 30-minute service on short pattern.

Route Demographics

7,646 people
in service area

1,204 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

31 Park/Blanding

Proposal: Maintain alignment and service.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:35 AM-11:59 PM	5:35 AM-11:59 PM
	Freq.	70 minutes peak 70 minutes off-peak	70 minutes peak 70 minutes off-peak
Saturday	Span	4:45 AM-11:43 PM	4:45 AM-11:43 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak
Sunday	Span	4:45 AM-11:48 PM	4:45 AM-11:48 PM
	Freq.	60 minutes peak 60 minutes off-peak	60 minutes peak 60 minutes off-peak

Recommendation Description

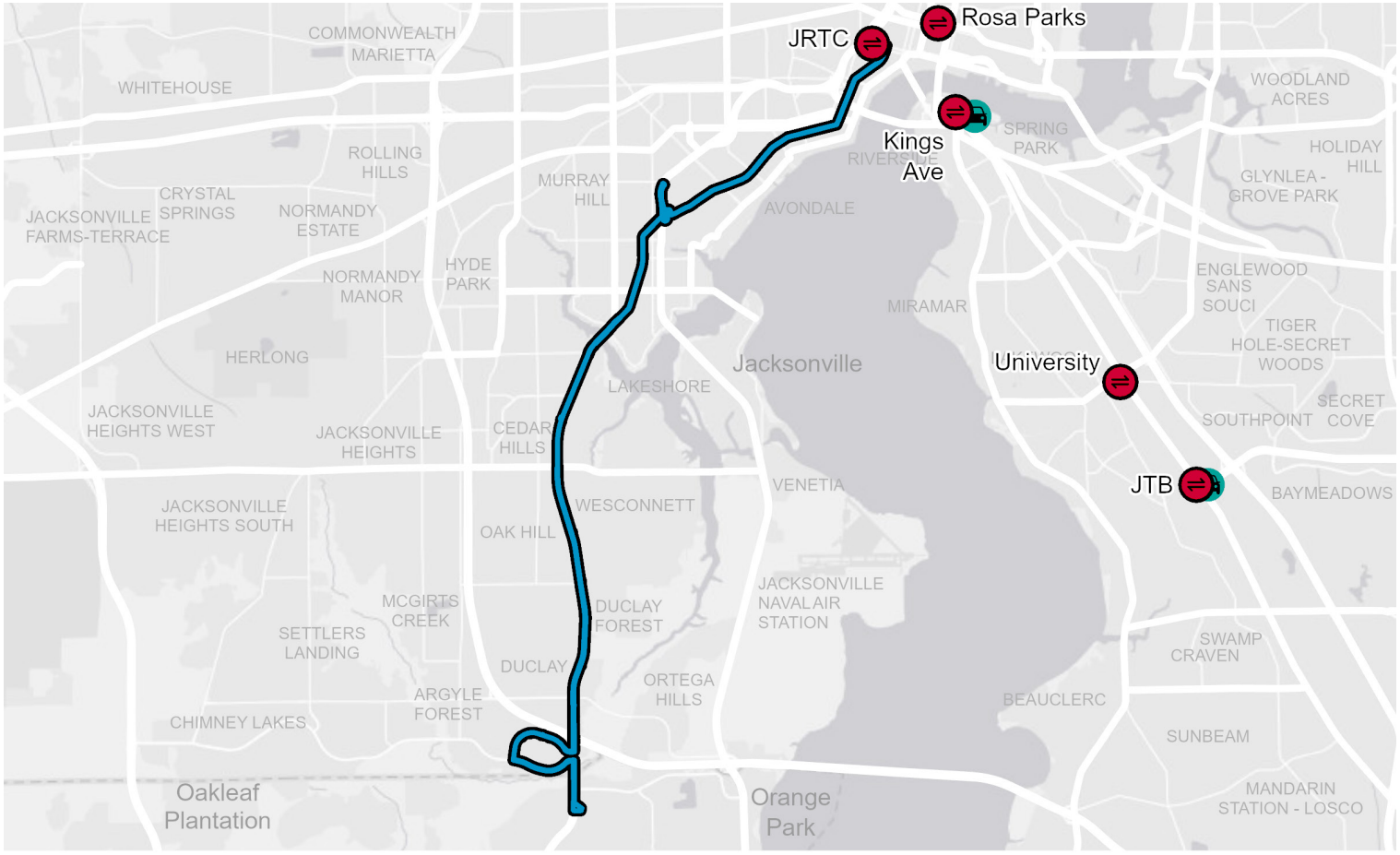
- Maintain alignment and service.

Route Demographics

15,759 people
in service area

12,950 jobs
in service area

Proposed Alignment



41 Rampart/Ricker

Proposal: Add new route connecting Orange Park Mall with 103rd Street/Oak Hill Park

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	5:00 AM-12:31 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Saturday	Span	-	5:00 AM-12:31 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Sunday	Span	-	5:00 AM-12:31 AM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak

Recommendation Description

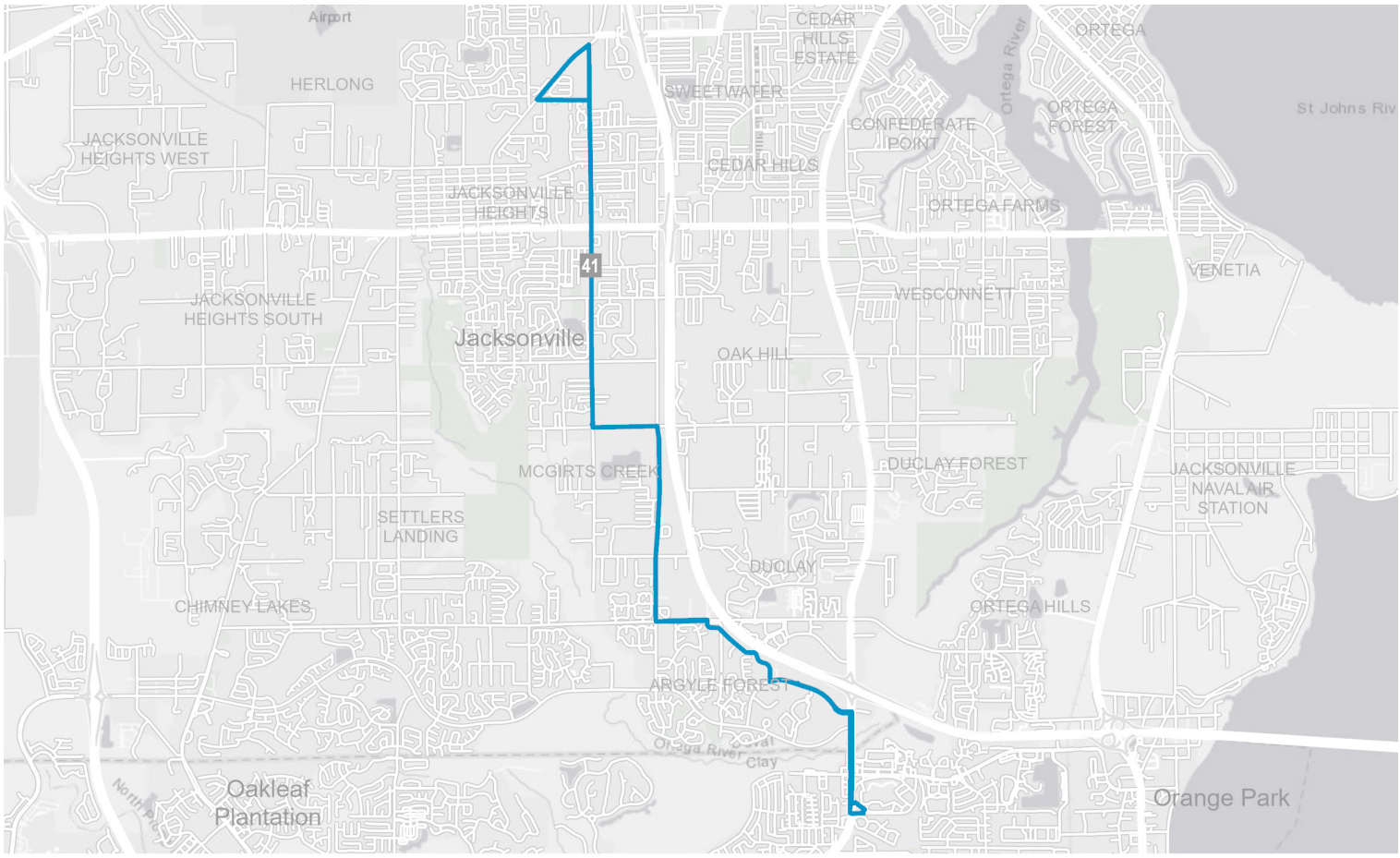
- Add a new route connecting Orange Park Mall with 103rd Street/Oak Hill Park.
- 30-minute service all day, weekdays and weekends.

Route Demographics

9,039 people ***in service area***

2,499 jobs ***in service area***

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

53 Commonwealth/Cassat

Proposal: Increase service and eliminate portions of route that are duplicative with increased service on Route 13.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	4:14 AM-12:55 AM	4:14 AM-1:56 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	5:15 AM-11:13 PM	5:15 AM-12:12 AM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	5:15 AM-10:13 PM	5:15 AM-10:42 PM
	Freq.	60 minutes peak 60 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

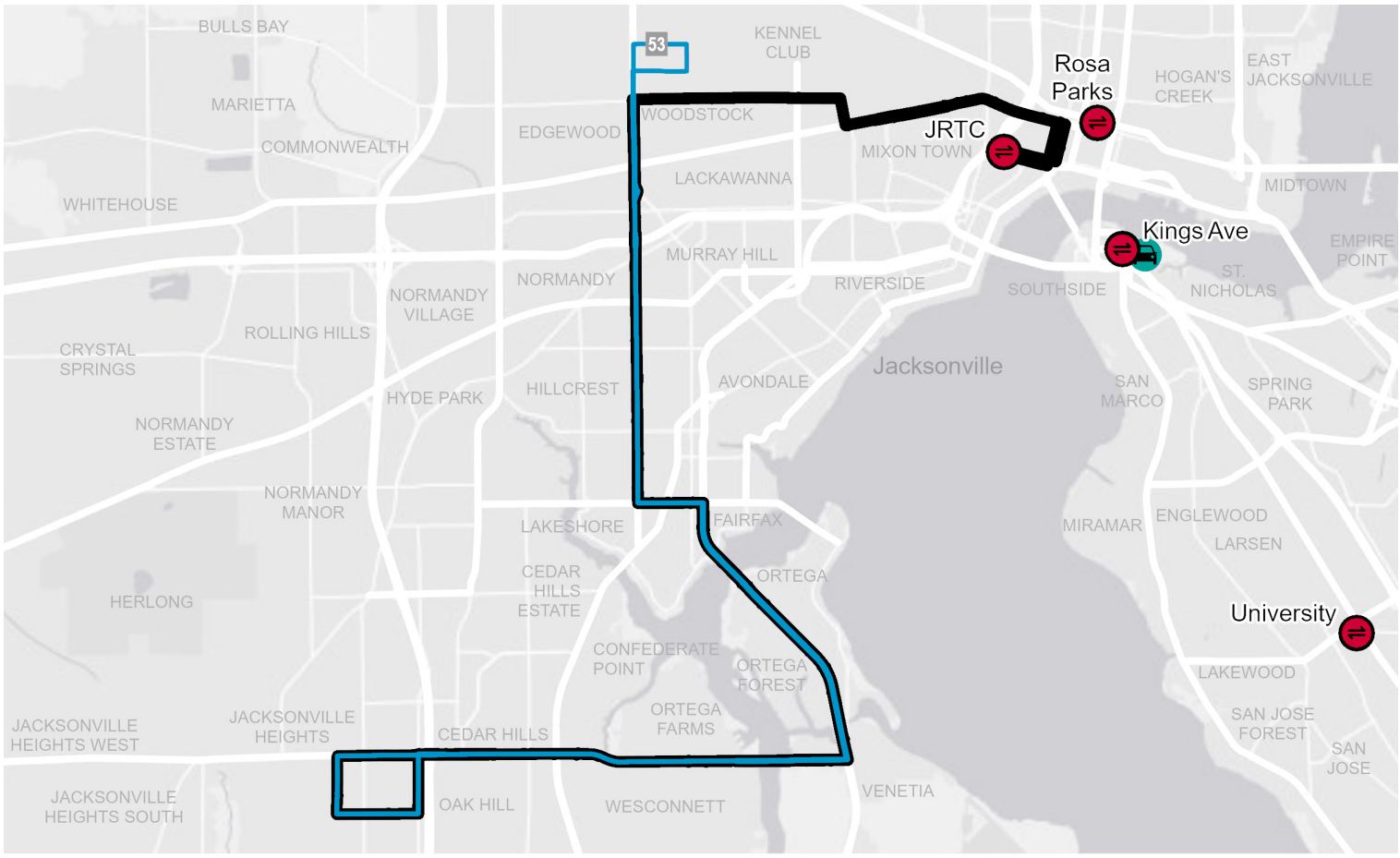
- Truncate route to end at James Weldon Johnson College Preparatory Middle School or vicinity (eliminate east-west portion of route).
- Increase to 30-minute service all day on weekdays and weekends.
- Service lost due to truncation will be supplemented with increased service on Route 13.

Route Demographics

16,476 people
in service area

5,498 jobs
in service area

Proposed Alignment



JTA Transit Hub Park-n-Ride Current Proposed

80 NAS Shuttle

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:15 AM-7:12 AM 3:15 PM-5:31 PM	5:15 AM-7:12 AM 3:15 PM-5:31 PM
	Freq.	2 trips peak -	2 trips peak -
Saturday	Span	-	-
	Freq.	- -	- -
Sunday	Span	-	-
	Freq.	- -	- -

Recommendation Description

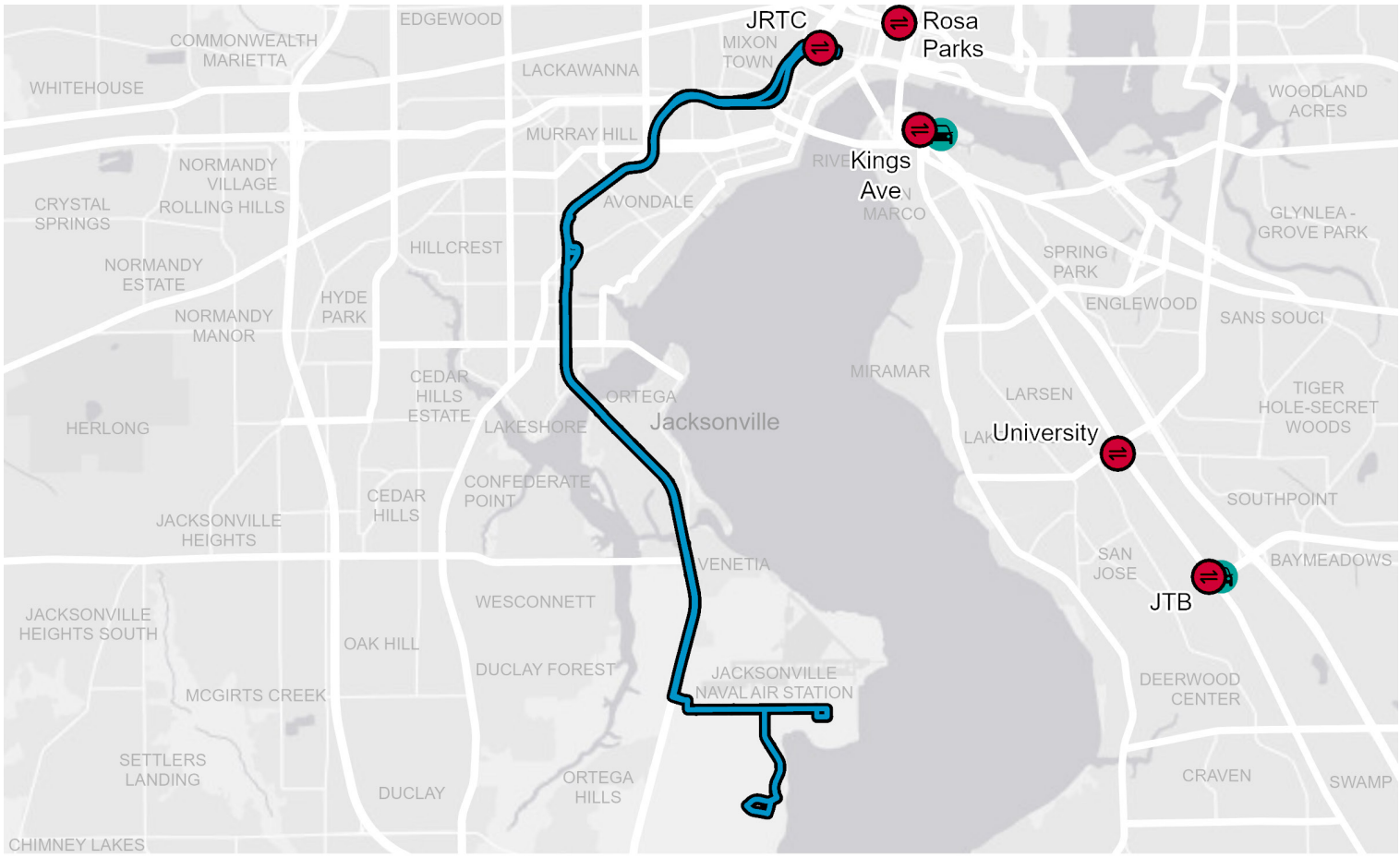
- Maintain service and alignment.

Route Demographics

4,180 people
in service area

2,919 jobs
in service area

Proposed Alignment



811 Clay Express Select

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:20 AM- 7:28 PM	5:20 AM- 7:28 PM
	Freq.	2 trips peak -	2 trips peak -
Saturday	Span	-	-
	Freq.	- -	- -
Sunday	Span	-	-
	Freq.	- -	- -

Recommendation Description

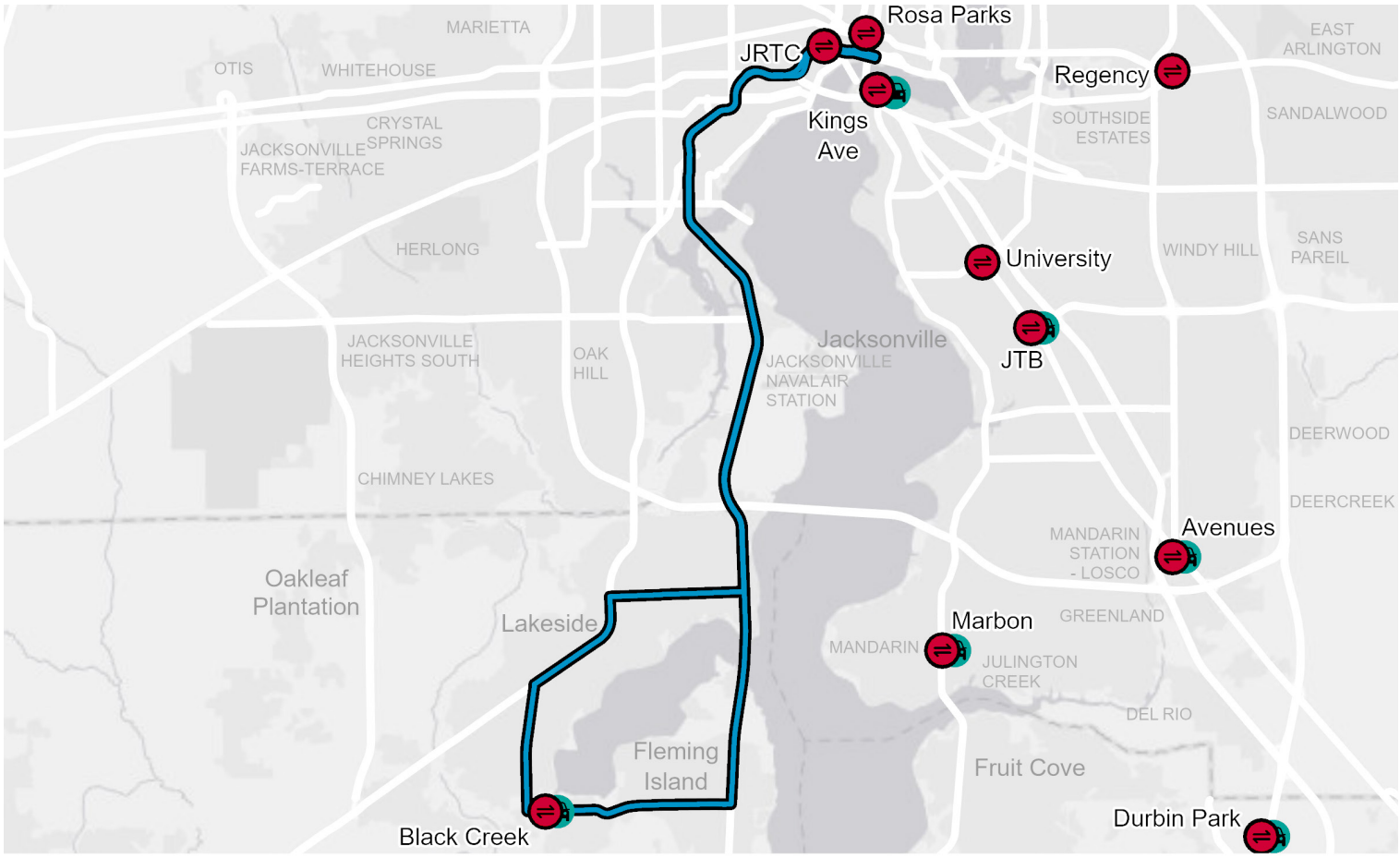
- Maintain service and alignment.

Route Demographics

4,531 people
in service area

12,478 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

900 Clay Flex Red Line

Proposal: Increase service and adjust alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	5:45 AM- 7:15 PM	5:00 AM-11:42 PM
	Freq.	60 minutes peak 85 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	-	5:00 AM-11:42 PM
	Freq.	- -	30 minutes peak 30 minutes off-peak
Sunday	Span	-	5:00 AM-11:42 PM
	Freq.	- -	30 minutes peak 30 minutes off-peak

Recommendation Description

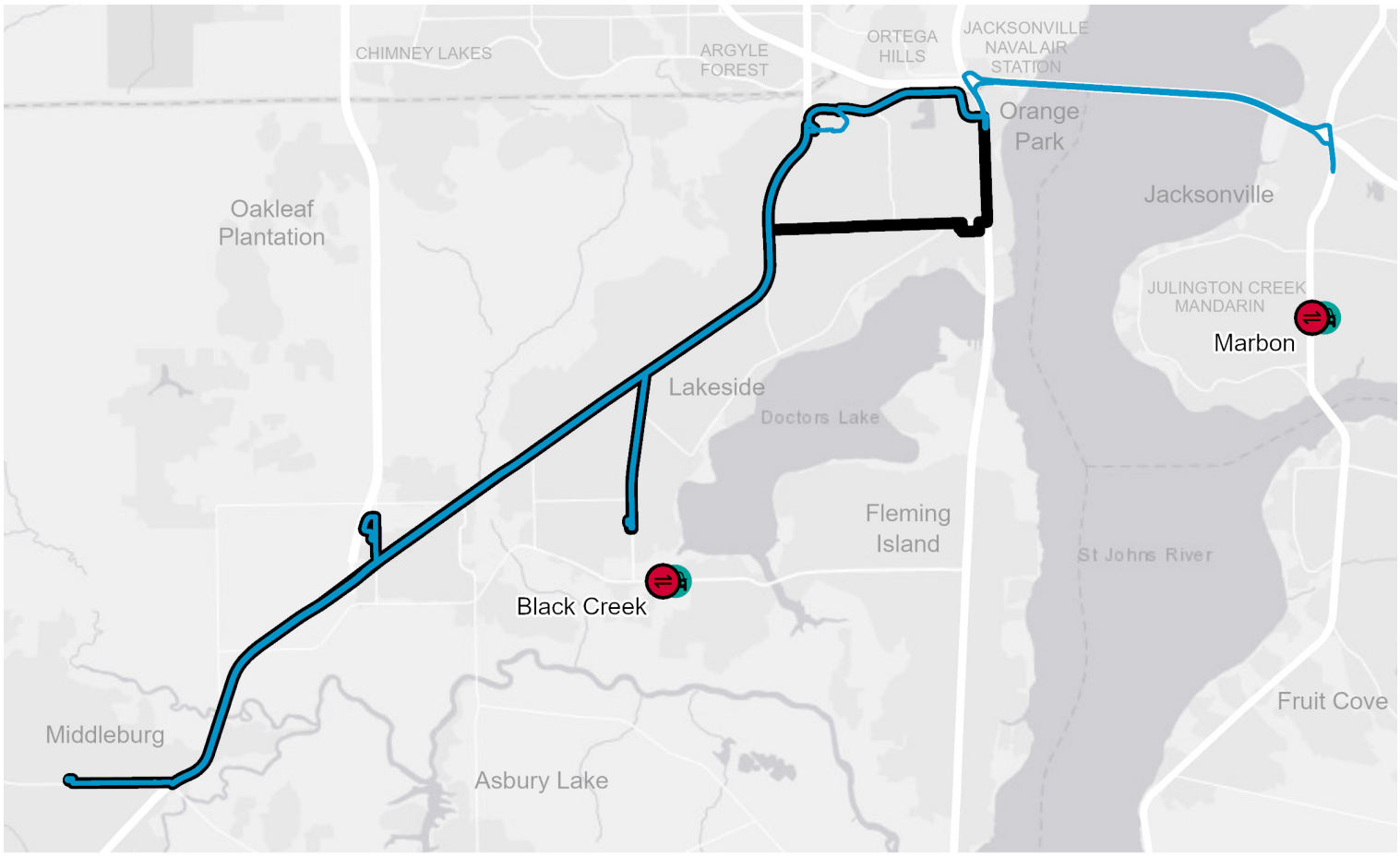
- Increase service to 30-minute every day including weekends.
- Remove southern and eastern legs of Orange Park loop.
- Extend east across St. Johns River to terminate at Walmart at San Jose Blvd/Claire Ln.

Route Demographics

6,891 people
in service area

3,624 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

902 Clay Flex Blue Line

Proposal: Increase service and adjust alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	5:00 AM-1:54 AM
	Freq.	- -	30 minutes peak 30 minutes off-peak
Saturday	Span	-	5:00 AM-1:54 AM
	Freq.	- -	30 minutes peak 30 minutes off-peak
Sunday	Span	-	5:00 AM-1:54 AM
	Freq.	- -	30 minutes peak 30 minutes off-peak

Recommendation Description

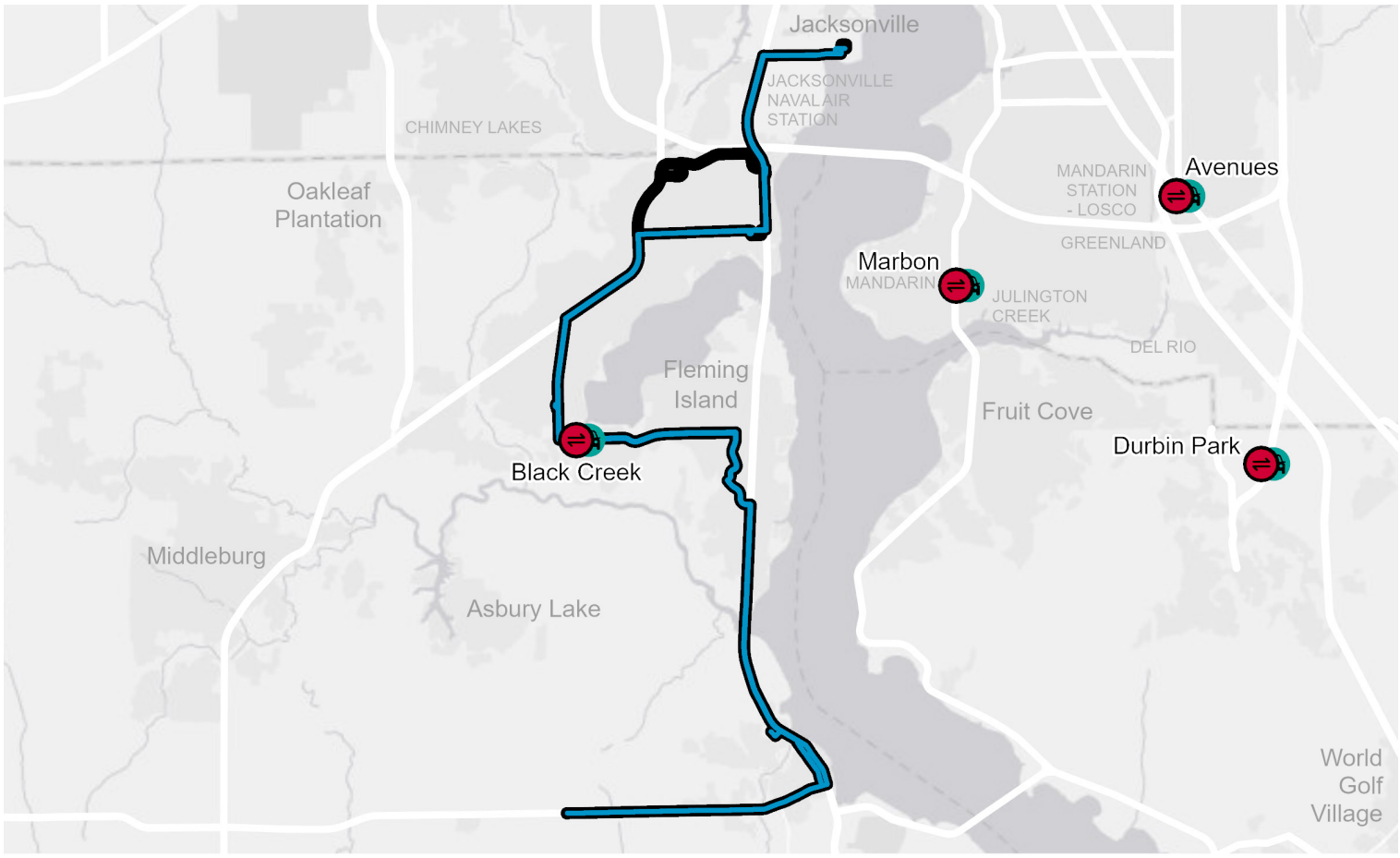
- Increase service to 30-minute every day including weekends.
- Remove northern and western legs of Orange Park loop.
- Start all trips at Naval Air Station and end all trips at Pier Station.

Route Demographics

7,323 people
in service area

4,365 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

903 Clay Flex Magenta

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	5:00 AM-10:32 PM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Saturday	Span	-	5:00 AM-10:32 PM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Sunday	Span	-	5:00 AM-10:32 PM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak

Recommendation Description

- Increase service to 30-minute every day including weekends.

Route Demographics

136 people
in service area

26 jobs
in service area

Proposed Alignment



904 Clay Flex Green Line

Proposal: Increase service and maintain alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	5:00 AM-11:03 PM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Saturday	Span	-	5:00 AM-11:03 PM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak
Sunday	Span	-	5:00 AM-11:03 PM
	Freq.	-	30 minutes peak
		-	30 minutes off-peak

Recommendation Description

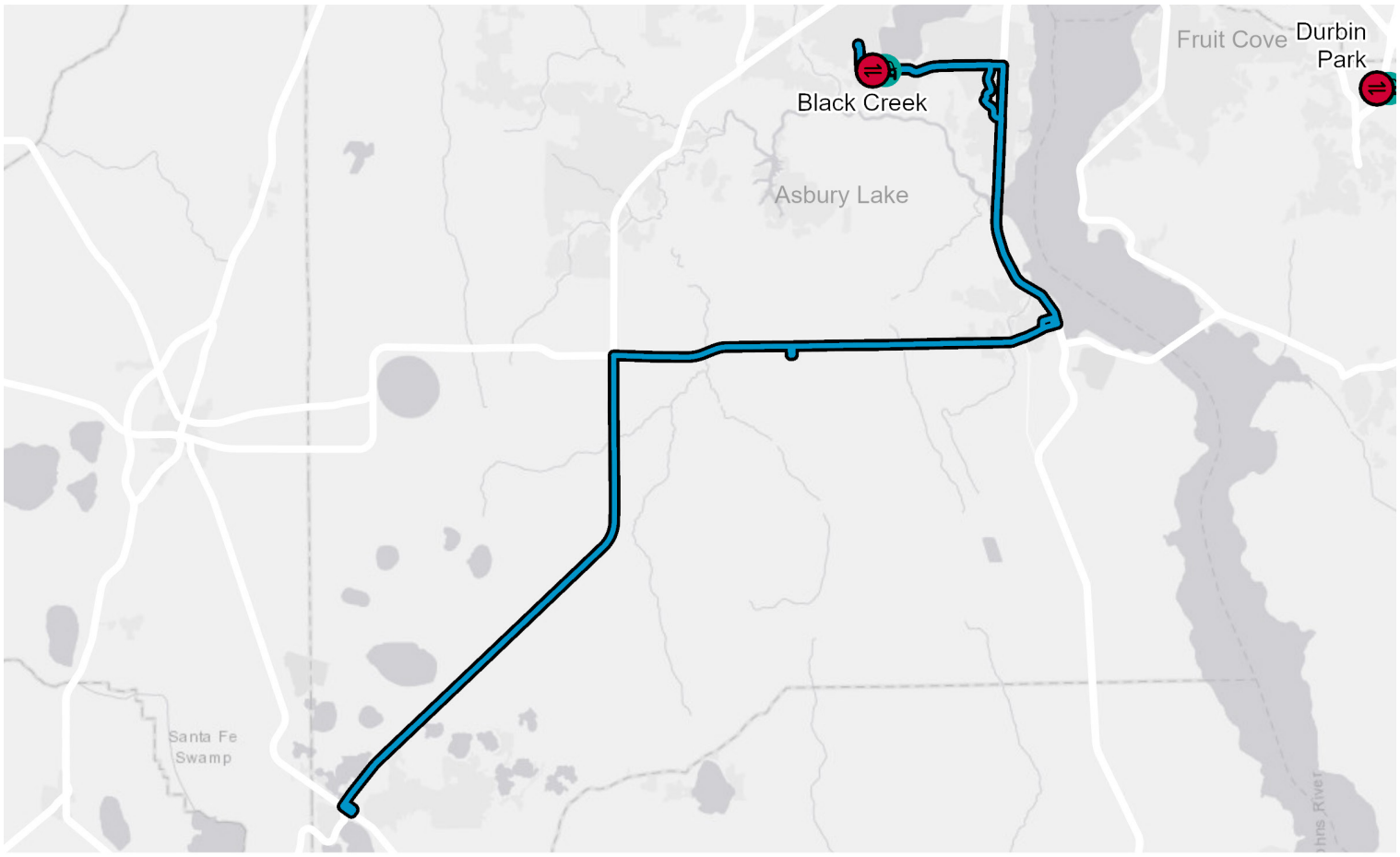
- Increase service to 30-minute every day including weekends.

Route Demographics

517 people
in service area

508 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

905 Clay Flex New Route

Proposal: Provide new route connecting to Middleburg VA Clinic.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	5:00 AM-9:42 PM
	Freq.	-	60 minutes peak
		-	60 minutes off-peak
Saturday	Span	-	5:00 AM-9:42 PM
	Freq.	-	60 minutes peak
		-	60 minutes off-peak
Sunday	Span	-	5:00 AM-9:42 PM
	Freq.	-	60 minutes peak
		-	60 minutes off-peak

Recommendation Description

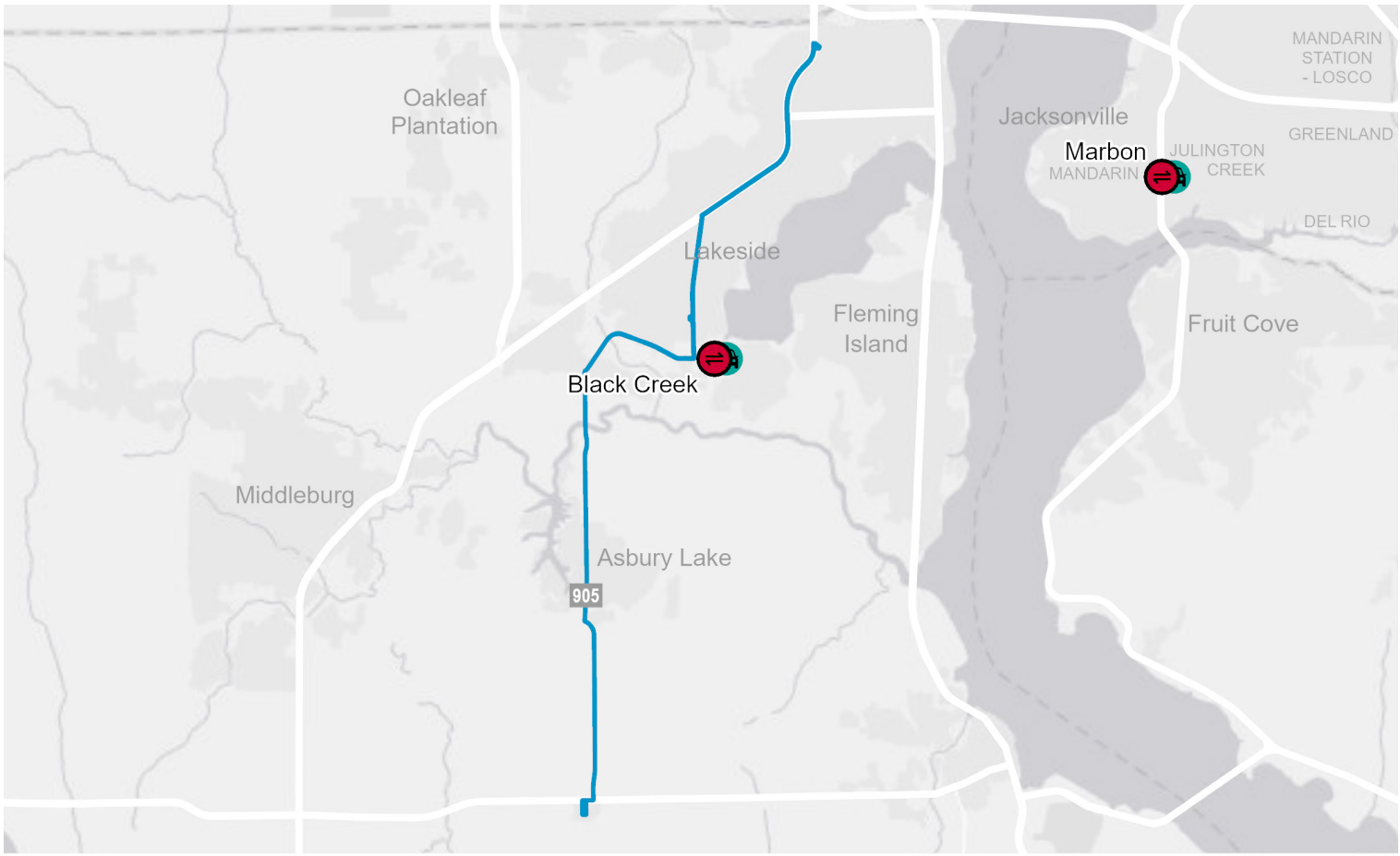
- Start at Orange Park Mall (end of the Orange Line) and follow Clay Flex Red and Blue Line alignment to Middleburg VA Clinic, connections with other Clay Flexes.
- Start at 60-minute service from 5:00 a.m. to 9:00 p.m.
- Increase to 30-minute service in the long-term once ridership is established.

Route Demographics

7,685 people
in service area

2,869 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

Additional Routes

605 Skyway

Proposal: Maintain alignment and incease service.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	6:00 AM- 9:23 PM	5:00 AM-10:09 PM
	Freq.	20 minutes peak 24 minutes off-peak	8 minutes peak 16 minutes off-peak
Saturday	Span	-	6:00 AM-8:05 PM
	Freq.	- -	16 minutes peak 16 minutes off-peak
Sunday	Span	-	6:00 AM-8:05 PM
	Freq.	- -	16 minutes peak 16 minutes off-peak

Recommendation Description

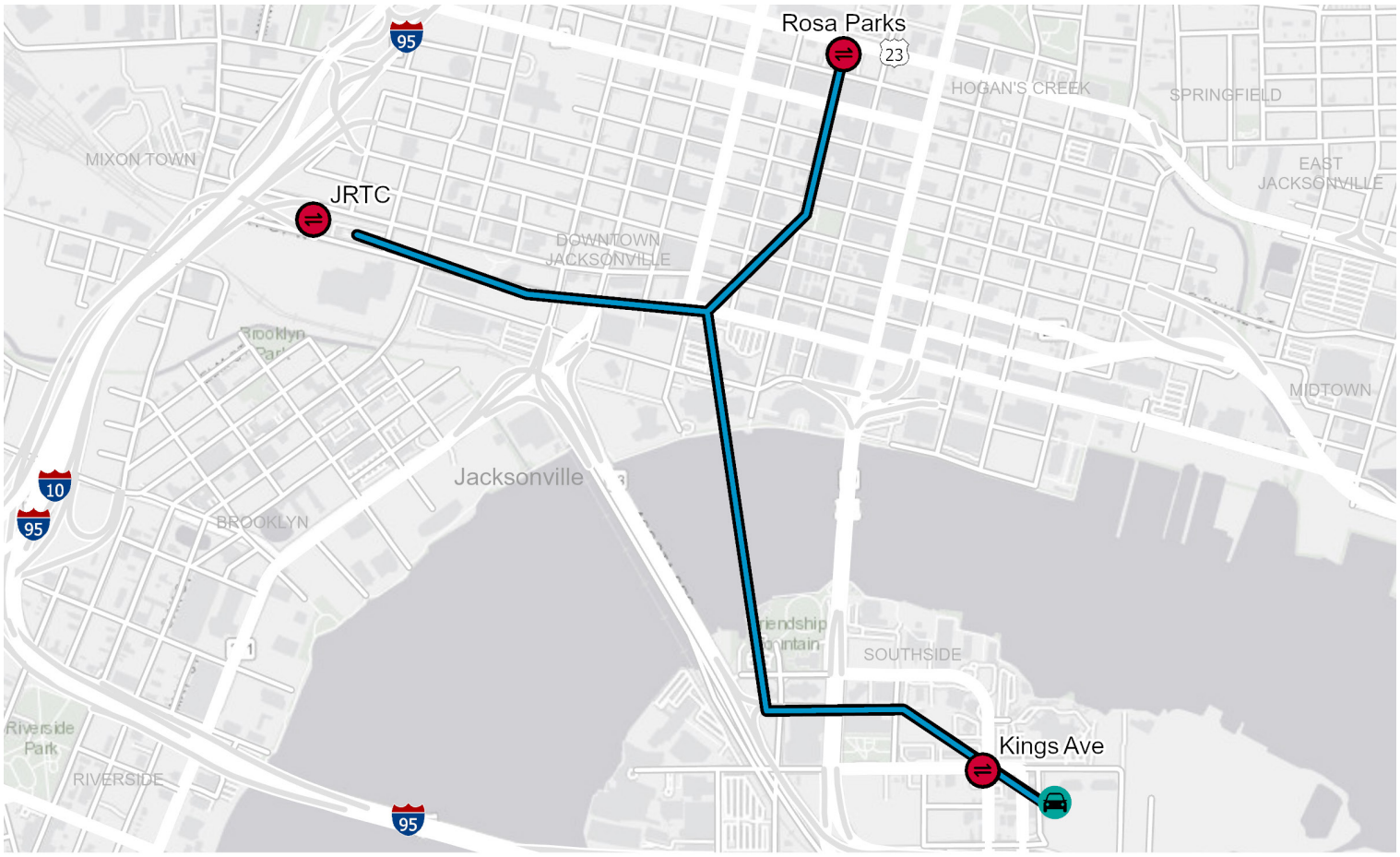
- Expand weekday span (5am-10pm)
- Add weekend service (6am-8pm)
- Increase headways to 8 min. peak and 16 min. off-peak.

Route Demographics

1,937 people
in service area

19,211 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

400 Skyway U2C

Route: JRTC to Rosa Parks
Proposal: Implement U2C route in the long-term.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	6:30 AM- 9:25 PM
	Freq.	-	5 minutes peak
		-	5 minutes off-peak
Saturday	Span	-	-
	Freq.	-	-
		-	-
Sunday	Span	-	-
	Freq.	-	-
		-	-

Recommendation Description

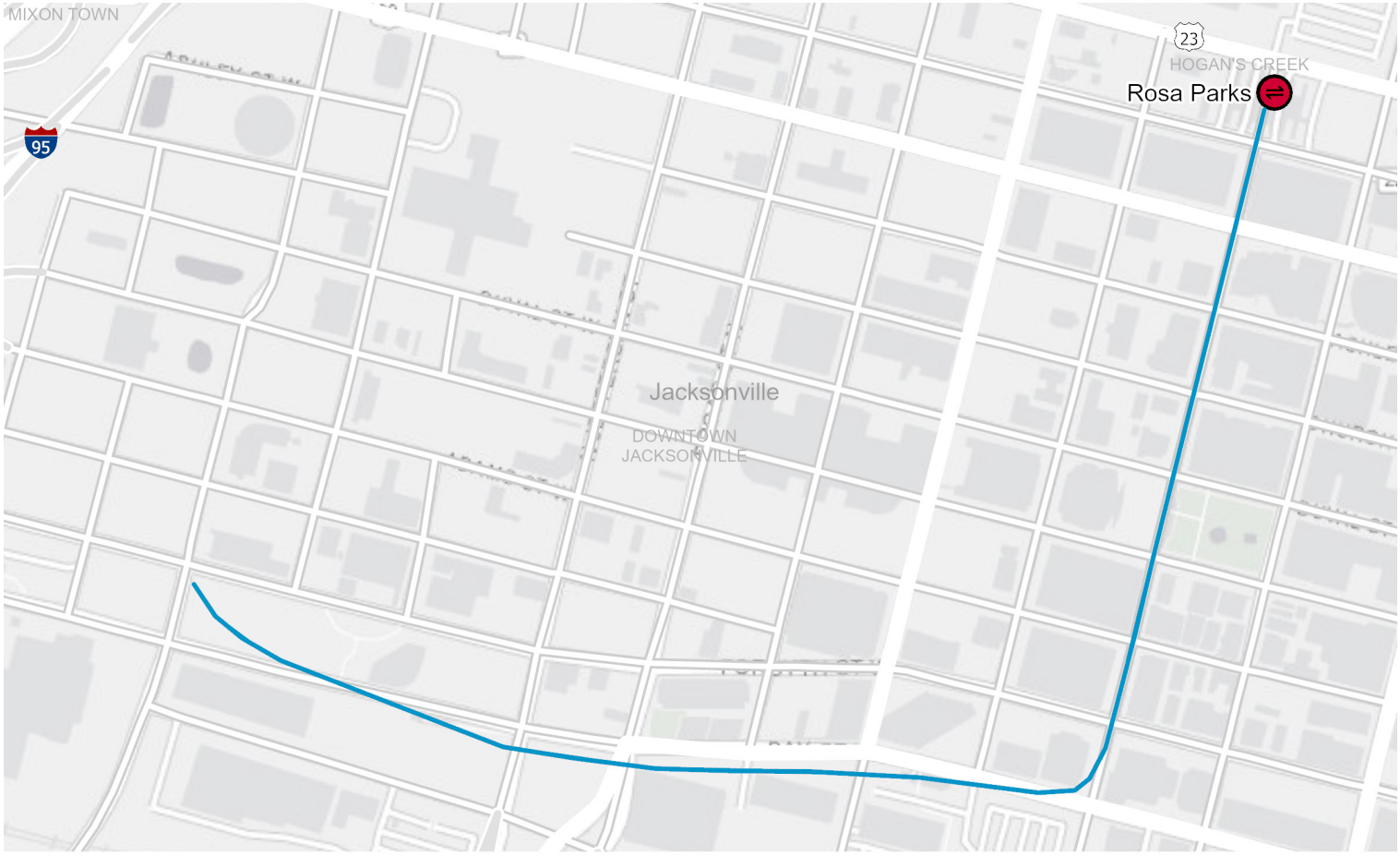
- Operate in mixed traffic with five-minute headways.

Route Demographics

1,250 people
in service area

9,561 jobs
in service area

Proposed Alignment



401 Skyway U2C

Route: JRTC to Kings Ave
Proposal: Implement U2C route in the long-term.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	6:30 AM- 9:25 PM
	Freq.	-	5 minutes peak
		-	5 minutes off-peak
Saturday	Span	-	-
	Freq.	-	-
		-	-
Sunday	Span	-	-
	Freq.	-	-
		-	-

Recommendation Description

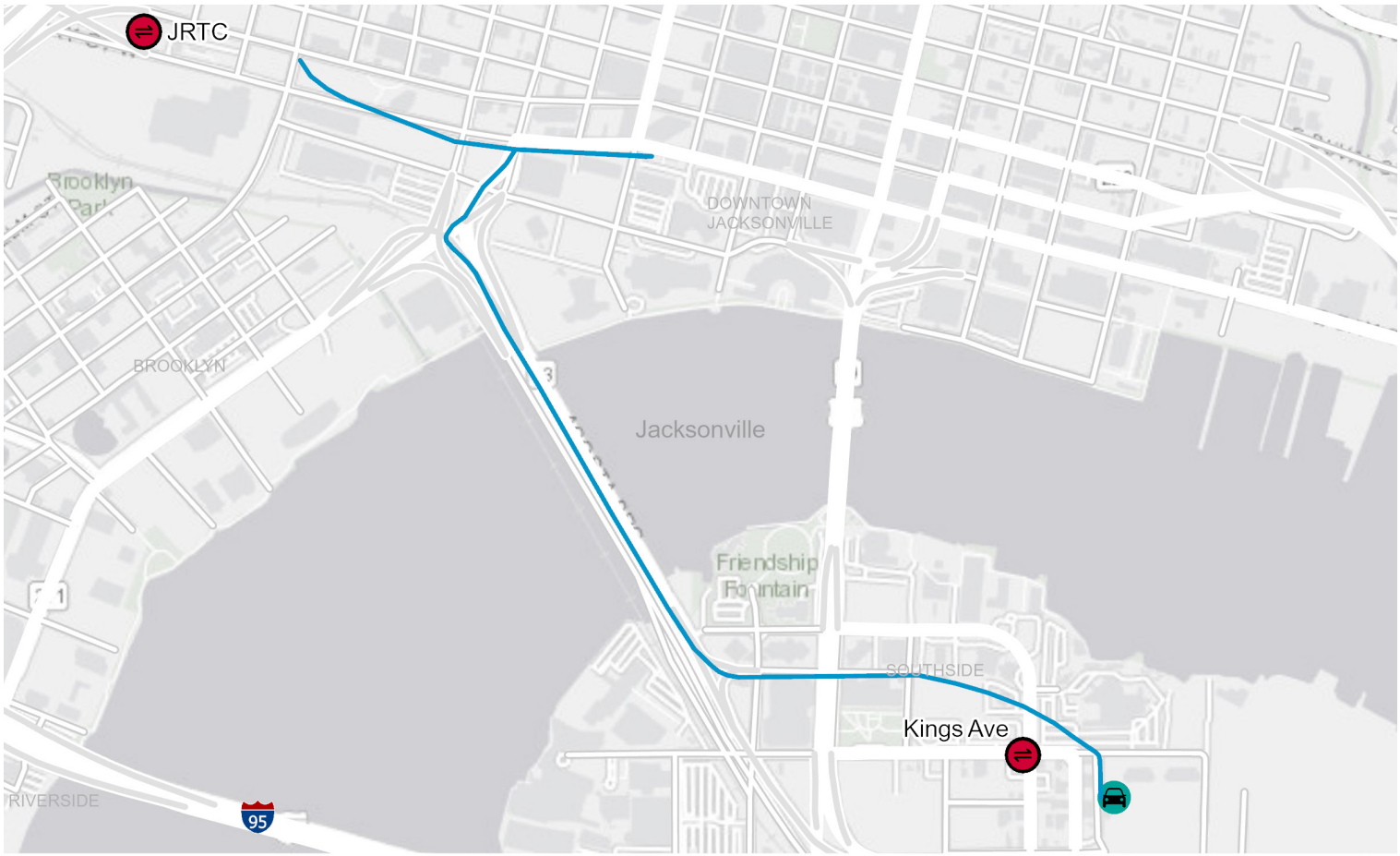
- Operate in mixed traffic with five-minute headways.

Route Demographics

1,819 people
in service area

19,489 jobs
in service area

Proposed Alignment



402 Skyway U2C

Route: JRTC to Brooklyn
Proposal: Implement U2C route in the long-term.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	6:30 AM- 9:25 PM
	Freq.	-	5 minutes peak
		-	5 minutes off-peak
Saturday	Span	-	-
	Freq.	-	-
		-	-
Sunday	Span	-	-
	Freq.	-	-
		-	-

Recommendation Description

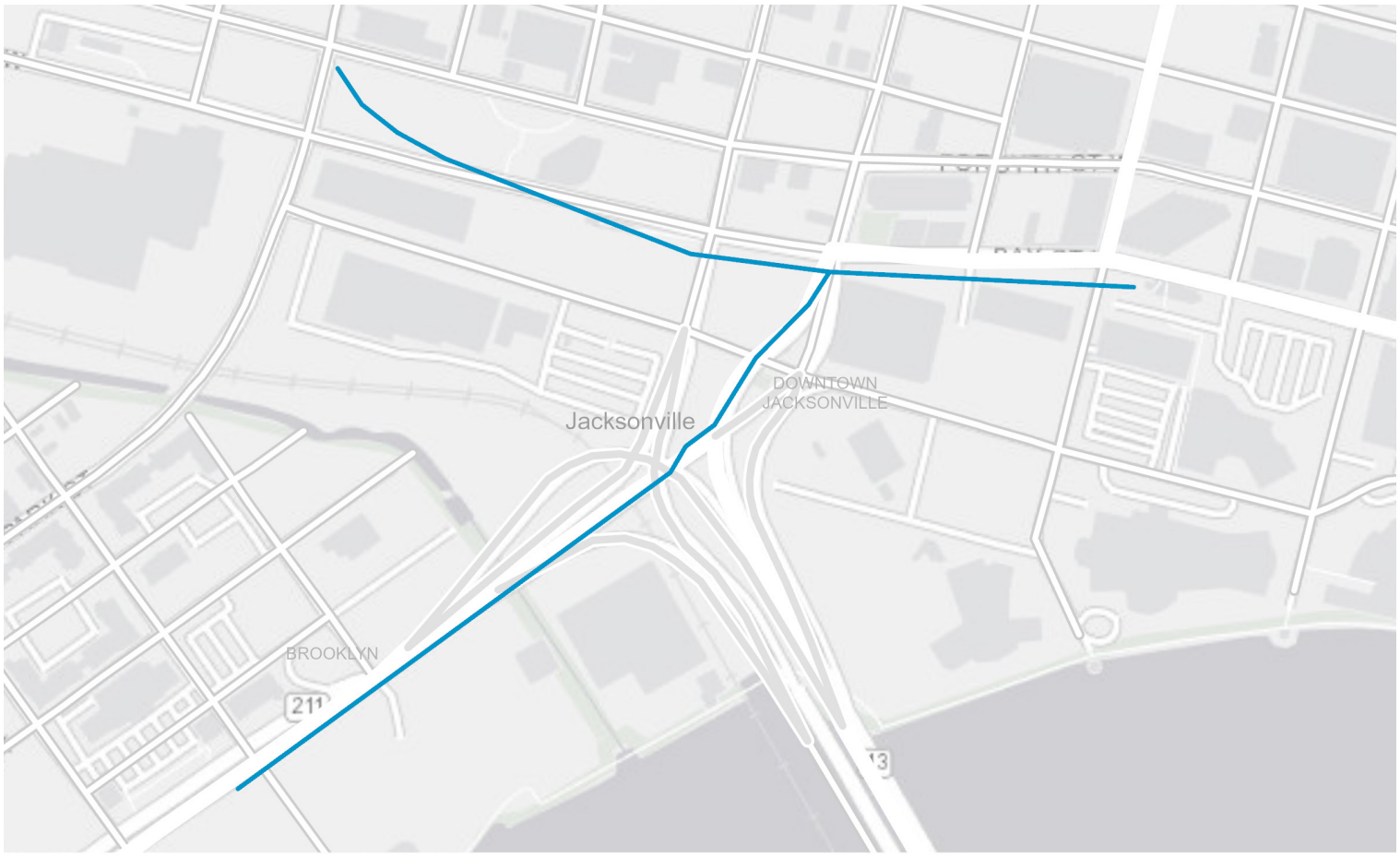
- Operate in mixed traffic with five-minute headways.

Route Demographics

933 people
in service area

7,559 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub Park-n-Ride Current Proposed N

408 Skyway U2C

Route: Rosa Parks to UF Health Extension
Proposal: Implement U2C route in the long-term.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	6:30 AM- 9:25 PM
	Freq.	-	5 minutes peak
		-	5 minutes off-peak
Saturday	Span	-	-
	Freq.	-	-
		-	-
Sunday	Span	-	-
	Freq.	-	-
		-	-

Recommendation Description

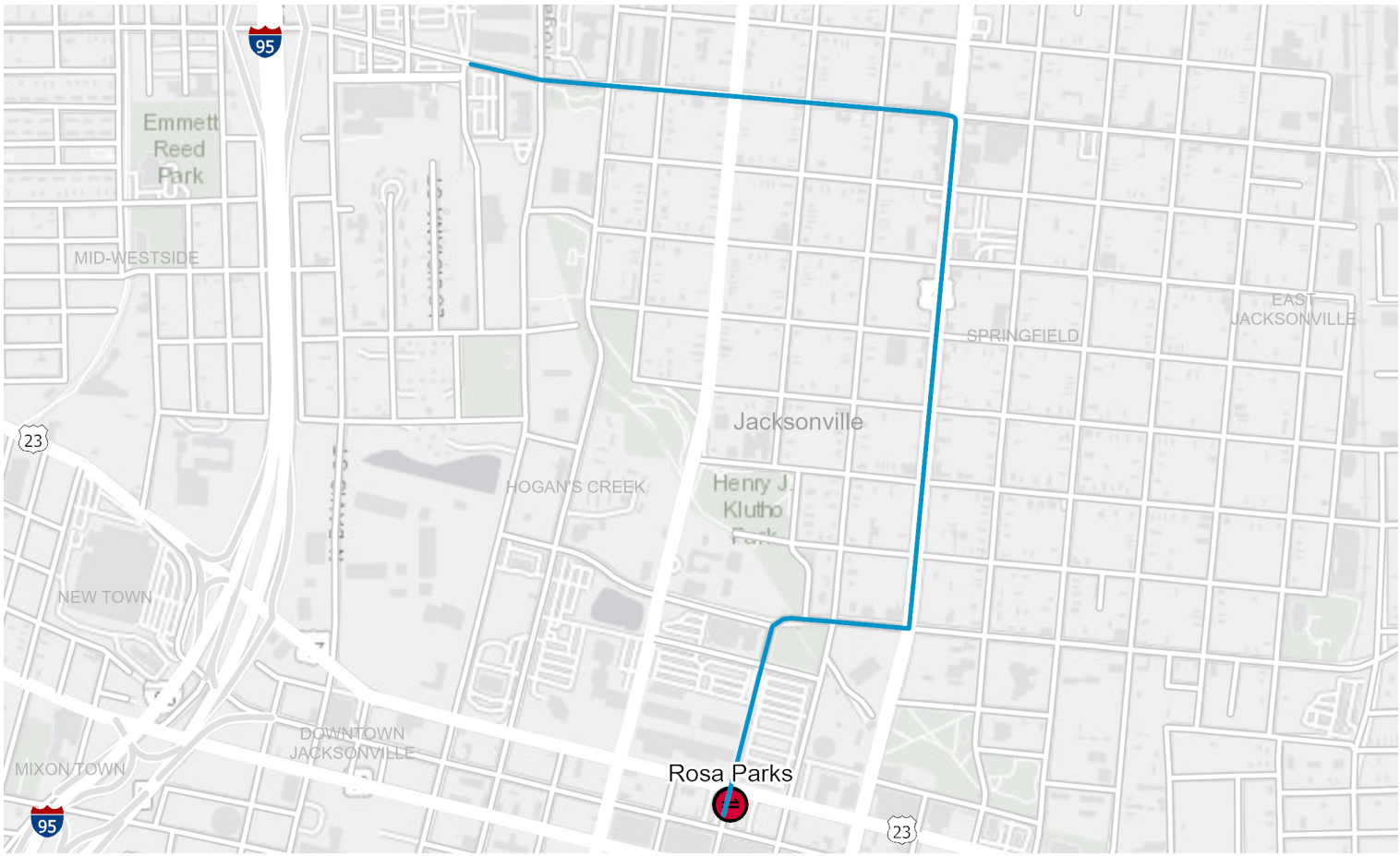
- Operate in mixed traffic with five-minute headways.

Route Demographics

2,685 people
in service area

9,109 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

412 Skyway U2C

Route: Kings Ave to San Marco East Extension
Proposal: Implement U2C route in the long-term.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	6:30 AM- 9:25 PM
	Freq.	-	5 minutes peak
		-	5 minutes off-peak
Saturday	Span	-	-
	Freq.	-	-
		-	-
Sunday	Span	-	-
	Freq.	-	-
		-	-

Recommendation Description

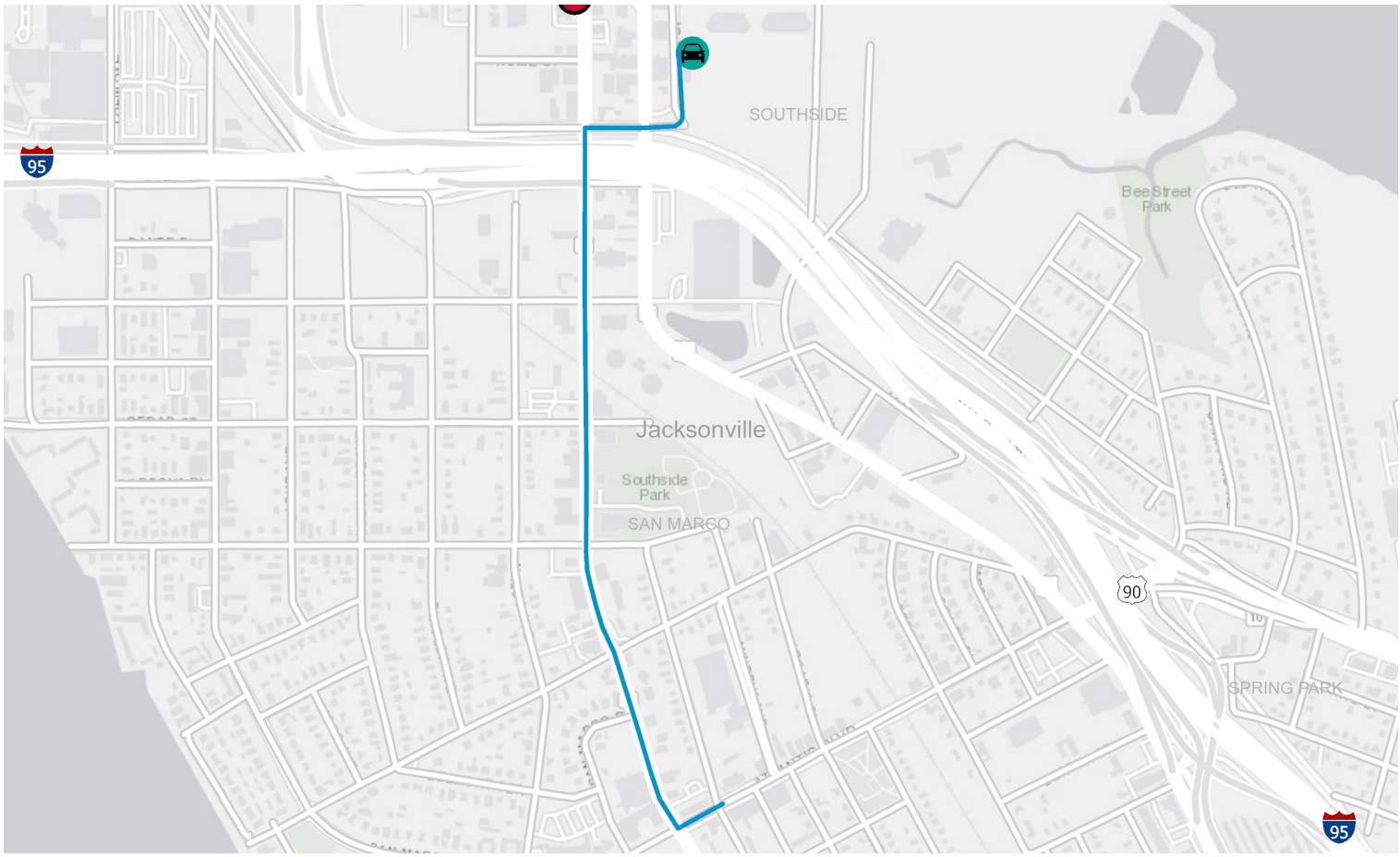
- Operate in mixed traffic with five-minute headways.

Route Demographics

895 people
in service area

6,153 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub | Park-n-Ride | Current | Proposed

414 Skyway U2C

Route: Five Points to Brooklyn Extension
Proposal: Implement U2C route in the long-term.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	6:30 AM- 9:25 PM
	Freq.	-	5 minutes peak
		-	5 minutes off-peak
Saturday	Span	-	-
	Freq.	-	-
		-	-
Sunday	Span	-	-
	Freq.	-	-
		-	-

Recommendation Description

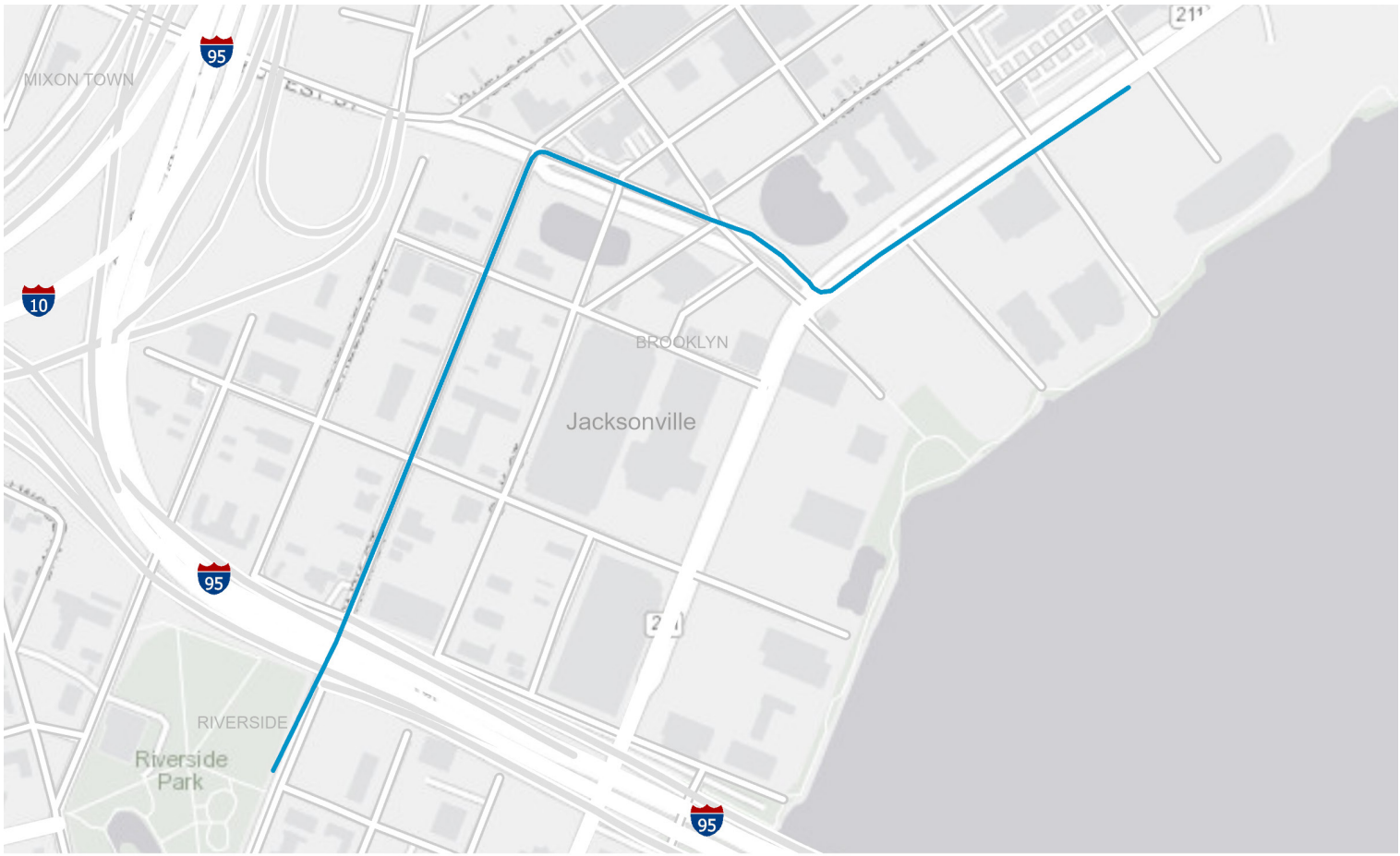
- Operate in mixed traffic with five-minute headways.

Route Demographics

800 people
in service area

3,540 jobs
in service area

Proposed Alignment



416 Skyway U2C

Route: San Marco to Medical Center Extension
Proposal: Implement U2C route in the long-term.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	6:30 AM- 9:25 PM
	Freq.	-	5 minutes peak
		-	5 minutes off-peak
Saturday	Span	-	-
	Freq.	-	-
		-	-
Sunday	Span	-	-
	Freq.	-	-
		-	-

Recommendation Description

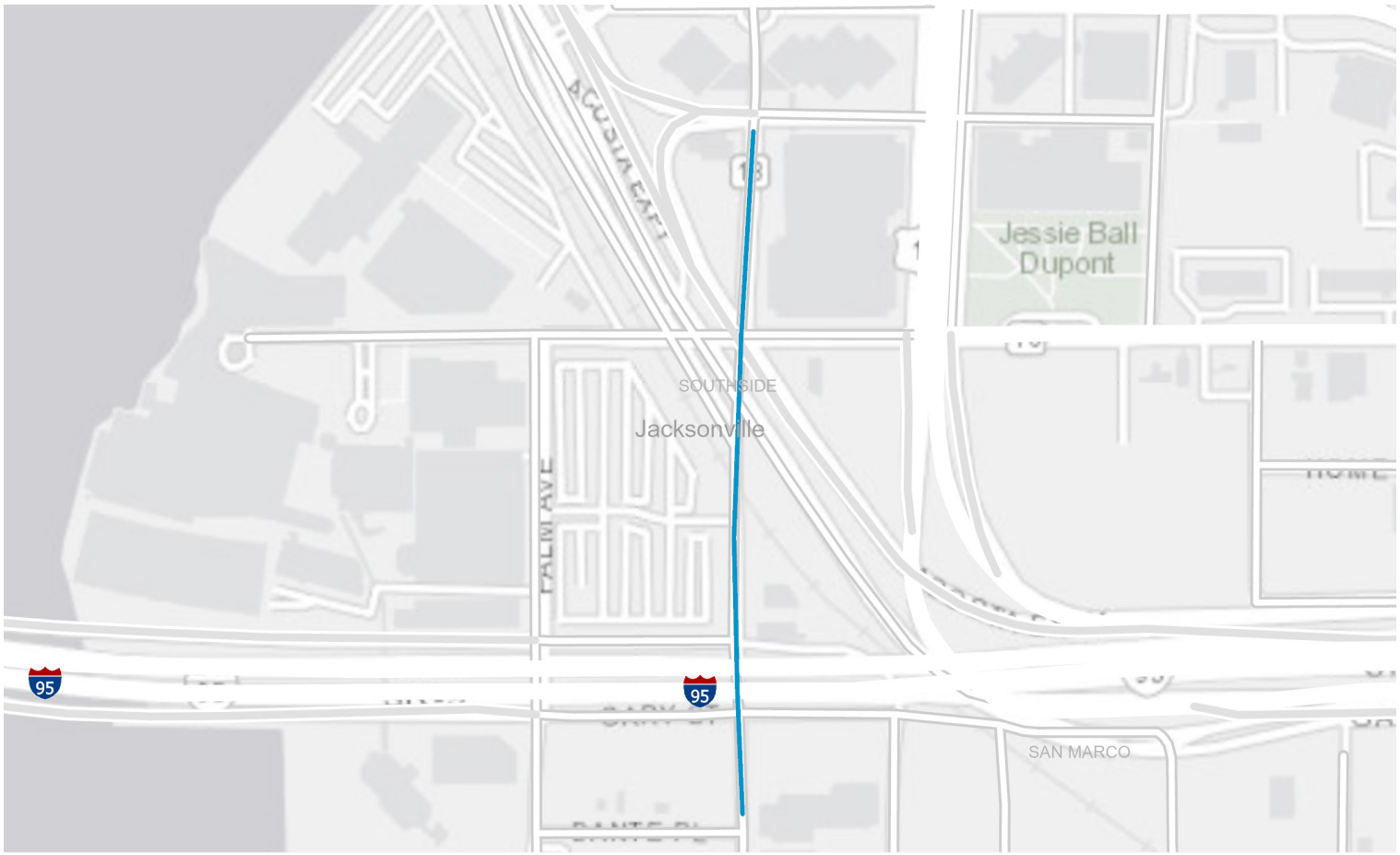
- Operate in mixed traffic with five-minute headways.

Route Demographics

737 people
in service area

8,445 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub Park-n-Ride Current Proposed

418 Skyway U2C

Route: Bay Street - Central to Sports Complex Extension with West Loop
Proposal: Implement U2C route in the short-term.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	-	6:30 AM- 9:25 PM
	Freq.	- -	5 minutes peak 5 minutes off-peak
Saturday	Span	-	-
	Freq.	- -	- -
Sunday	Span	-	-
	Freq.	- -	- -

Recommendation Description

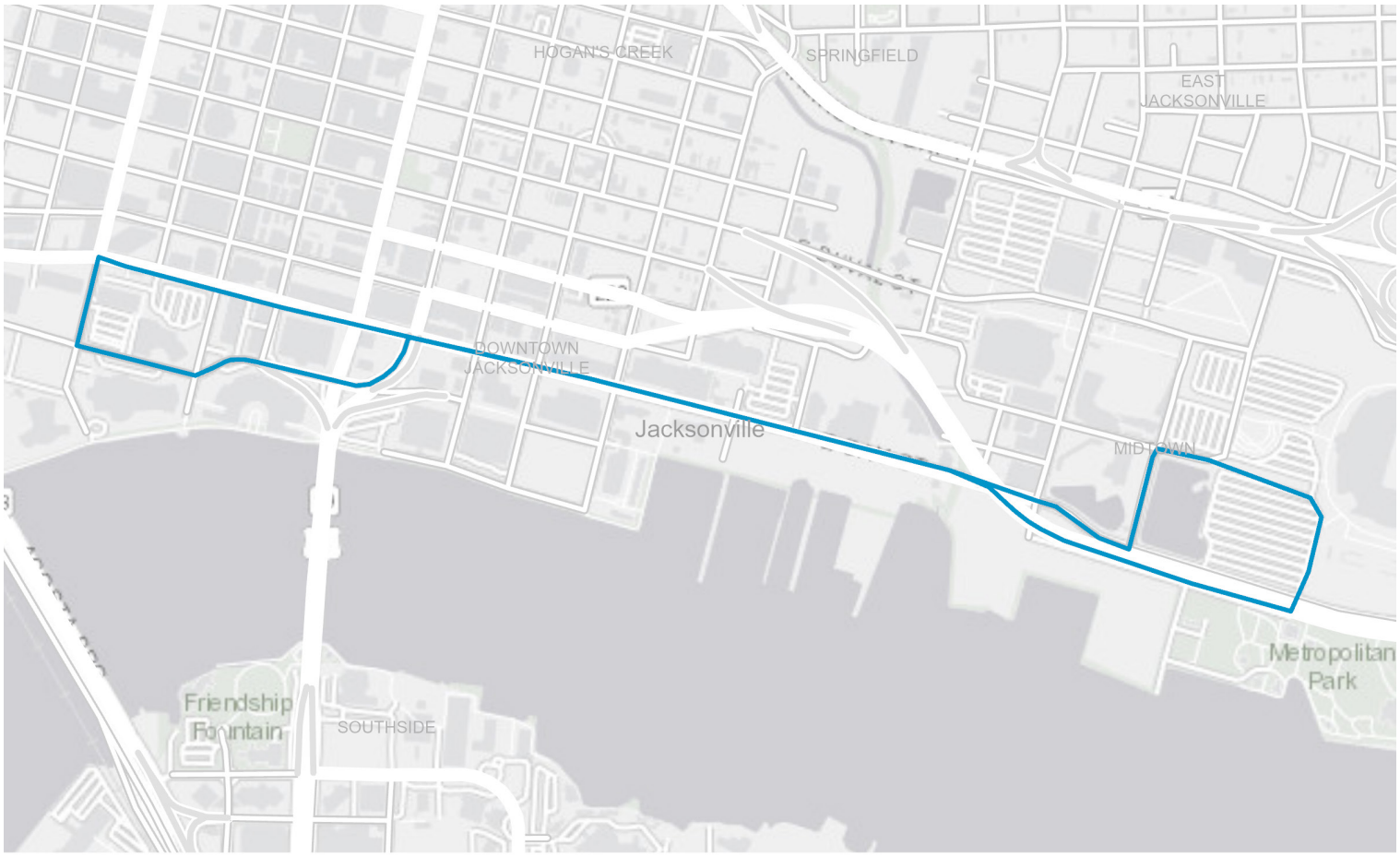
- Operate in mixed traffic with five-minute headways.

Route Demographics

2,542 people
in service area

14,195 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JTA Transit Hub Park-n-Ride Current Proposed

500 St Johns River Ferry

Proposal: Maintain service and alignment.

Proposed Operating Characteristics

		Existing	Proposed
Weekday	Span	6:00 AM- 8:55 PM	6:00 AM-9:00 PM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak
Saturday	Span	6:00 AM- 8:55 PM	6:00 AM-9:00 PM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak
Sunday	Span	6:00 AM- 8:55 PM	6:00 AM-9:00 PM
	Freq.	30 minutes peak 30 minutes off-peak	30 minutes peak 30 minutes off-peak

Recommendation Description

- Maintain service and alignment.

Route Demographics

75 people
in service area

15 jobs
in service area

Proposed Alignment



JACKSONVILLE TRANSPORTATION AUTHORITY

JACKSONVILLE TRANSPORTATION AUTHORITY

Major Transit Development Plan Update

APPENDIX K: TDP FINANCIAL PLANNING TOOL

May 2025



K. TDP FINANCIAL PLANNING TOOL

The TDP Financial Planning Tool is an Excel spreadsheet submitted separately to JTA.