

**MINUTES OF THE
JACKSONVILLE TRANSPORTATION AUTHORITY
BOARD WORK SESSION
THURSDAY, OCTOBER 31, 2024**

The Jacksonville Transportation Authority Board of Directors held a Work Session Thursday, October 31, 2024 in the Board Room of the Jacksonville Regional Transportation Center located at 100 LaVilla Center Drive, Jacksonville, Florida 32204.

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

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

I. WELCOME: Chair Buckland called the Work Session to order at 12:06 p.m. and welcomed the Board, Staff and public.

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

III. PERFORMANCE REPORTING AND BUSINESS INTELLIGENCE: Mr. Ferguson stated that staff wanted to give the Board a reminder and an appreciation that from the goals and objectives of the MOVE 2027 Plan the metrics are broke down in the scorecards for the four divisions that are related to the Board Committees. The metrics have seven goal areas: Customer Satisfaction, Employee Success, Financial Stability, Transformative Mobility Solutions, Organizational Efficiency and Effectiveness, Safety and Security and Sustainability. The scorecards are then used for the annual review and evaluation.

Mr. Ferguson then provided a background on how the JTA got to this innovation for Organizational Success. He also provided examples of how the data is used to create better options and service for customers and improve safety, as well as how the analytics brings all of the Authority's activities together for the Enterprise Metric Management and how it is share with the Boad throughout the year.

Mr. Jason Montgomery was introduced to give the Board a look at the data controls and how the information is audited. There are levels of the controls for the measures and the process for overseeing and reviewing the data at each level with stewardship, monitoring, the pipeline, integration, review and data AI-assistant. He then shared information related to ridership data and the inquiry about changes in the reports due to Token Transit process connecting to the JTA

dashboard to ensure accuracy. Staff noticed some changes and once the issue on incorrect ridership numbers was addressed the reports were updated to include Token Transit. The process took approximately 90 days which is why the change in the ridership numbers for the December report and the recent reports.

Mr. Ferguson then shared information about the Florida Transportation Commission (FTC) review and their visit to the JTA to see the Authority's data lab. He stated that the FTC has been looking to Mr. Montgomery and his team to improve their process for review of agencies throughout Florida.

Director Jolly inquired about peers at American Public Transportation Association seeing this information and JTA's process. Mr. Ferguson responded that he and Mr. Montgomery have had the opportunity over the years to present at seminars and conferences to share how JTA gets and uses data.

Mr. Ferguson concluded with an update on reporting to the FTC how that information is measured. He added that the FTC has acknowledged the measurements they are using are outdated and that adjustments need to be made. Mr. Montgomery shared the recommendations that the JTA, along with the FPTA, shared with the FTC for future reviews.

Director Hayward inquired about what the catalyst for the increase in ridership. Mr. Smith stated there are several reasons, such as, the fare capping, increased frequency, My Ride to School Program. He added there have also been improvements to bus stops and bus shelters that improve the customer experience.

IV. LONG RANGE PLANNING AND SYSTEM DEVELOPMENT COMMITTEE

a. Weather Impacts to Construction Projects: Mrs. Gillis provided the Board with an update on the impact the recent hurricanes and inclement weather has had on JTA's two biggest projects to date, the Autonomous Innovation Center (AIC) and the San Pablo Road improvements.

She provided the timeline and steps that were taken for Hurricane Helene to prepare AIC and San Pablo Road for the storm, as well as the process to remove flood waters and bring the projects back online after the storm passes. Mrs. Gillis also provided the same information for Hurricane Milton.

The overall impacts to the capital program were provided by Mrs. Gillis which showed construction delays to the AIC of up to 20 days and to the San Pablo Road Project of up to 35 days. Contractors did increase work schedules for nights and weekends to make up the schedule.

b. Coordinated Mobility Plan: Mrs. Gillis began by sharing the purpose of the Coordinated Mobility Plan, which is to serve as a roadmap for transportation providers, human service agencies and other organizations to use to improve mobility throughout the regions. The plan is required by the Federal Transit Administration (FTA) to spend Section 5310 grant funds.

Mrs. Gillis shared that since work began on the Plan in February, staff has analyzed socio-economic data to identify: Where people now live in the region, where the concentration of jobs are, and where people that may need transit services live. She also shared that staff has looked at population growth and reviewed other relevant plans, such as the 2050 Long Range Transportation Plan, Clay County Transit Study, and Creating Safe Spaces Action Plan to name a few.

Mrs. Gillis provided information on the relevant recommendations found in the other studies as well as common themes. She added that the Regional Transit Working Group (RTWG) is primarily an engagement team to develop the Coordinated Mobility Plan. The RTWG includes transit agencies, human service agencies, county and city planners, members of the public, and Florida Department of Transportation (FDOT) that met monthly in locations across the region. The RTWG also collected public comments through a public meeting, local coordinating board meetings in each county, Jacksonville Transportation Advisory Committee meetings, the Mayor's Disability Council and with a public survey.

Mrs. Gillis provided the Board with information on the needs assessment and the key findings. She then provided the six strategic goals, which are: Improve the regional mobility management, Expand transportation options, Market the regional mobility management system, Improve regional cooperation and coordination, Enhance Safety and Support Vision Zero Objectives through the Northeast Florida Region and Drive innovation in Northeast Florida's Regional Mobility.

Mrs. Gillis concluded by sharing the implementation strategy and next steps. The Coordinated Mobility Plan will be presented with a request for formal adoption to the transit agencies, planning agencies, and local coordinating boards in each county. With formal adoption, each agency will commit to helping to implement and support the six goals and accompanying strategies in this plan. The Plan will be presented to the JTA Board for consideration at the meeting to be held following the work session on October 31, 2024.

V. FINANCE AND ADMINISTRATION

a. Chapter 2024-57 Update: Mr. Ferguson provided the Board with a summary of the

Chapter 2024-57, Laws of Florida (House Bill 1301) that requires each public transit provider to annually certify its budgeted and actual general administrative costs are no greater than 20 percent above the state average administrative costs. This provision excludes rail transit providers. This legislation also requires public transit providers to disclose employee compensation and benefits, ridership and performance metrics, and any gifts accepted in exchange for a contract, as well as requiring year-over-year increases in administrative costs by a public transit provider of five percent or more to be reviewed and approved by FDOT.

He then shared details of JTA cost centers and how the administrative costs are determined, as well as the cost center details the National Transit Database (NTD) collects. Mr. Ferguson stated that the Authority was given guidance to use Fiscal Year 2023 NTD data. The JTA's numbers excluded operational costs that are in the cost centers for Bus, Alternative Services, Paratransit Services, Skyway, Ferry, Express Select, Clay Flex, Risk Management (per guidance) and Insurance (per legislation). He further stated that JTA's general administration percent given the excluded items is 26.2 percent, and shared a look at what the state average is and different scenarios based on costs that are included and excluded. The JTA is within the guidelines of this new legislation.

Mr. Ferguson then shared the details of the Executive Management Salary information that is now required to be posted. He provided an overview of the senior class service class positions, and with guidance from the FDOT, it was determined that only the following positions information will be posted: Chief Executive Officer (CEO), Executive Vice President and Chief Administrative Officer, Senior Vice President and Chief Financial Officer, Senior Vice President and Chief Operating Officer, and Senior Vice President and Chief Infrastructure Development Officer. There is also now a requirement to post ridership performance and metrics based on the most recent closed-out NTD data, which the JTA is complying with.

Mr. Ferguson stated that the last requirement under this bill is to list gifts accepted in exchange for contracts. However, the JTA does not accept gifts in exchange for contracts, so the JTA statement is simple - Pursuant to Chapter 2024-57, Laws of Florida, the Jacksonville Transportation Authority, does not accept gifts in exchange for contracts.

Mr. Ford confirmed with Director Hayward that the certification is a percent and not a dollar amount.

The Board and staff discussed the steps that need to be taken should the JTA be above the state average.

b. Quarterly Investment Report: Mr. Srinath introduced Richard Pengelly from

PFM Asset Management.

Mr. Pengelly stated that he would be providing a review of the fourth quarter of Fiscal Year 2024 which ended on September 30, 2024. He shared details of where the current market is related to the Fed to get inflation under control and to lower interest rates, as well as how market changes impacts JTA's portfolio. There was also information provided on employment and the economy.

Mr. Pengelly then shared information on JTA's returns for the third quarter of Fiscal Year 2024, as well the change to the benchmark from a one to three year benchmark to a zero to three year benchmark. He concluded with an overview of JTA's operating funds core portfolio.

VI. SERVICE DELIVERY

a. Connexion Plus: Mr. Smith stated that he is providing details on the contract amendment for Connexion Plus services that will be presented to the Board at the meeting following the work session. He added that at the September Board meeting, the Board did approve a contract amendment for these services.

Mr. Smith provided an overview of the Connexion Plus services which has been very popular and ridership has exceeded expectations and provided history of the contract. Due to the growth being eight percent higher than the percent expected, staff will be recommending the Board authorize the CEO to amend the contract to add \$507,485.30, bringing the total contract value to \$13,307,485.30 to close out the contract.

Staff discussed the average distance of trips for Connexion Plus.

Director Hayward asked if the growth in ridership is being considered when negotiating the new contract for these services. Mr. Smith confirmed that these details are being reviewed.

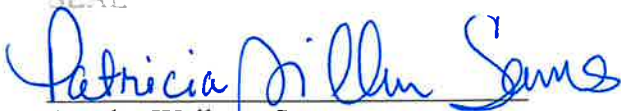
Mr. Ford added that staff is looking at the fare for this service and if the current fare is sustainable. He stated that a full evaluation of the entire fare structure is being reviewed.

Mr. Smith clarified that all Connexion Plus riders must be certified with Connexion.

VII. ROUNDTABLE

VIII. ADJOURN: There being no further business, the work session adjourned at 1:39 p.m.

SEAL


Aundra Wallace, Secretary


Debbie Buckland, Chair