

# JTA is Proposing Simplifying Fares – Ride More, Save More

## Invite Customers to Share Their Thoughts

### The JTA wants public input on fare policy modifications proposed for Fixed-route bus lines and First Coast Flyers.

#### Proposed Policies

1. JTA is rolling out an individualized “Best Fare” discount based on usage.
2. Authorize Seniors 65 and older to present a State of Florida ID card or Senior ID STAR card when boarding JTA Fixed Route Buses.

#### MyJTA Discount Replacement

- **DOES AFFECT** Fixed Route and First Coast Flyer Riders
- **DOES AFFECT** MyJTA App users, Regular and Reduced Fare riders
- **IF ADOPTED**, MyJTA App discounted fares for Fixed Route services will be replaced with a “Best Fare” discount based on usage. The technology within the app will be used to offer customers the best fare to ensure they are paying the lowest price based on usage. Riders that use the MyJTA would not pay more than the established fare for a 1, 3, 7 or 31 day pass.
- **IF APPROVED, HOW WOULD THE NEW DISCOUNT WORK?** MyJTA App users would see a change in the initial cost of their passes. Frequent riders that use the app for purchases would not pay more than the 1, 3, 7 or 31 pass based on purchases and actual usage. For example if a rider purchased 3 single trips in the one day totaling \$5.25 using the app, they would receive a refund back to their credit card or cash app in the amount of \$.75, providing the best fare of \$4.5 for the day pass.

### FIXED-ROUTE AND FIRST COAST FLYER

FARE CATEGORY	CURRENT	PROPOSED W/BEST FARE
Single Trip Fare	\$1.75	\$1.75
Single Trip Fare (Reduced)	\$0.75	\$0.75
1-Day Pass	\$4.50	\$4.50
w/ Mobile App Discount	\$4.25	--
3-Day Pass	\$12.00	\$12.00
w/ Mobile App Discount	\$11.00	--
7-Day Pass	\$20.00	\$20.00
w/ Mobile App Discount	\$18.00	--
31-Day Pass	\$65.00	\$65.00
w/ Mobile App Discount	\$60.00	--
1-Day Pass (Reduced)	\$1.75	\$1.75
w/ Mobile App Discount	\$1.50	--
31-Day Pass (Reduced)	\$32.00	\$32.00
w/ Mobile App Discount	\$30.00	--

#### Seniors – Ages 65 and Older

- **DOES AFFECT** Fixed Route and First Coast Flyer Riders
- **DOES AFFECT** Seniors 65 and older that have a State of Florida ID card or Driver License.
- **DOES NOT AFFECT** Connexion or Skyway customers or Seniors age 65 and older that currently have a valid Senior ID STAR Card.
- **IF ADOPTED**, Seniors would not have to travel to JRTC to have a Senior ID card created or replaced. Seniors can use their State of Florida ID card or Driver License.
- **HOW WOULD ACCEPTANCE OF THE FDL FOR SENIORS 65 AND OLDER WORK?** Seniors with a valid STAR Card or State of Florida ID card or Driver License can use the ID to show proof that they are 65 years old or older when they board JTA Fixed Routes. Seniors will have the option to scan their FDL or simply show it to driver.

**Customers Are Encouraged to:**

- **Attend a Public Meeting/Hearing**
- **Visit [publicinput.com/proposedfarepolicymodification](https://publicinput.com/proposedfarepolicymodification) to learn more -OR-**
- **Call Customer Service: (904) 630-3100**



**Public Meetings**

**TUESDAY, MARCH 5, 2024**

**9:00 a.m. to 11:00 a.m.**

**Jacksonville Regional Transportation Center at LaVilla**

2<sup>nd</sup> Floor Reception  
100 LaVilla Center Drive  
Jacksonville, Florida 32204

**THURSDAY, MARCH 7, 2024**

**5:00 p.m. to 7:00 p.m.**

**Jacksonville Regional Transportation Center at LaVilla**

2<sup>nd</sup> Floor Reception  
100 LaVilla Center Drive  
Jacksonville, Florida 32204

**WEDNESDAY, MARCH 6, 2024**

**11:00 a.m. to 1:00 p.m.**

**Jacksonville Regional Transportation Center at LaVilla**

2<sup>nd</sup> Floor Reception  
100 LaVilla Center Drive  
Jacksonville, Florida 32204

**THURSDAY, MARCH 14, 2024**

**5:00 p.m. to 7:00 p.m.**

**Jacksonville Regional Transportation Center at LaVilla**

2<sup>nd</sup> Floor Reception  
100 LaVilla Center Drive  
Jacksonville, Florida 32204



**Public Hearing**

**THURSDAY, MARCH 21, 2024**

**11:00 a.m. to 1:00 p.m. AND 5:00 p.m. to 7:00 p.m.**

**Jacksonville Regional Transportation Center at LaVilla**

3<sup>rd</sup> Floor Boardroom  
100 LaVilla Center Drive  
Jacksonville, Florida 32204

*Presentations as needed at 11:15, 12:15, 5:15 p.m. and 6:15 p.m.*

**Visit: [publicinput.com/proposedfarepolicymodification](https://publicinput.com/proposedfarepolicymodification)**

**CUSTOMER SERVICE: (904) 630-3100**