

**MINUTES OF THE
JACKSONVILLE TRANSPORTATION AUTHORITY
BOARD WORK SESSION
THURSDAY, JANUARY 23, 2025**

The Jacksonville Transportation Authority Board of Directors held a Work Session Thursday, January 23, 2025 in the Board Room of the Jacksonville Regional Transportation Center located at 100 LaVilla Center Drive, Jacksonville, Florida 32204.

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

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

I. WELCOME: Chair Buckland called the Work Session to order at 1:13 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. SERVICE DELIVERY

a. **Insta-Cart Pilot:** Mr. Smith stated that the Insta-Cart Pilot is designed to cut the cost of the Authority's Connexion and Connexion Plus expenses, as well as increase the quality of life for Connexion customers. He shared details of a peer agency's success with their partnership with Instacart. An overview of Insta-Cart history and how the program works was provided. One key item is that Insta-Cart accepts Snap and EBT benefits.

Mr. Smith then shared cost details and cost savings, and defined the use case which analyzed current Connexion shopping trip data, quantified potential savings using the data and collaborated with the marketing department on messaging.

He concluded with next steps which are to connect with customers, train Connexion staff, Obtain and issue Insta-Cart memberships, and then monitor the relationships and results.

The Board and staff discussed how to access the program, which has options of online and by phone. There is also an opportunity to make purchases for same day or schedule future deliveries.

It was also shared that this program is a transit option, instead of taking the customer to the items, JTA will bring the items to the customers.

Director Jolly shared a few details about Insta-Cart and areas to be certain are shared with

customers that use the service.

Director Hayward asked what next steps are after the pilot is complete and it is successful. Mr. Smith and Mr. Ford shared steps on rolling out the full program.

b. **Bay Street Innovation Corridor (BSIC) Service Plan:** Mr. Smith provided the Board with information on the BSIC Plan as it relates to service, routing, proposed fare, Title VI analysis, public outreach and next steps. A few of the highlights were the introduction of Autonomous Vehicles (AV) to the Jacksonville urban core with operating hours Monday through Friday from 7:00 A.M. to 7:00 P.M. with service at twelve stations approximately every seven minutes. The number of vehicles will be adjusted as needed to meet demand.

The fare structure will emulate that of fixed route fares and free riders and STAR Card users will be provided a free QR code to scan upon request.

A Title VI Analysis was completed as required by the Federal Transit Administration (FTA) when a service change occurs. There were no adverse impacts or effect to low-income or minority populations found. Staff also conducted public outreach through public meetings, Florida Times Union, the JTA website, MyJTA app, PublicInput website, as well as outreach on bus platforms for public comments.

Mr. Smith concluded by sharing that the service change and equity analysis will come to the Board at a later date for approval, and service is planned to launch in June 2025.

The Board and staff discussed the initial cost when the BSIC service rolls out. Also, monitoring the seven minute schedule and the impacts to on-time performance.

c. **Skyway Maintenance Update:** Mr. Smith shared that there will be a ten-day maintenance campaign on the Skyway. He began with the history and overview of the Skyway that began operation in 1989.

Mr. Smith stated that the JTA is mandated to maintain a good state of repair and used the closing of the St. Johns Ferry every two to three years for that maintenance campaign as an example. Staff determined that shutting down for ten days to get the work done has less impact to customers. He shared that January and February normally have the lowest ridership; therefore, shutting down at the end of February will impact less riders. A bus bridge will be put in place while the Skyway is shut down.

Director Wallace arrived at the work session.

He concluded by sharing the associated costs, which are included in the budget and the benefits goals that will be met with this maintenance campaign.

The Board and staff discussed the aging Skyway and the continued maintenance needed to


ensure service continues as required by the FTA. Mr. Ford shared that he had a conversation recently with a former FTA administrator about the useful life of the Skyway and that not providing service on the Skyway would require the JTA to pay FTA back for funds used for the Skyway.

IV. ROUNDTABLE: There were no items under Roundtable.

V. ADJOURN: There being no further business, the work session adjourned at 1:54 p.m.



Aundra Wallace, Vice-Chair

SEAL

Patricia Gilliam Sams, Secretary