

**MINUTES OF THE
JACKSONVILLE TRANSPORTATION AUTHORITY
BOARD WORK SESSION
THURSDAY, DECEMBER 11, 2025**

The Jacksonville Transportation Authority Board of Directors held a Work Session on Thursday, December 11, 2025.

BOARD MEMBERS PRESENT: Aundra Wallace, Patricia Sams, Elaine Brown, Max Glober and Donald Horner.

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

OTHERS PRESENT: Richard Milian

I. WELCOME: Vice Chair Wallace called the Work Session to order at 2:00 p.m. and welcomed the Board, Staff and public.

II. PUBLIC COMMENT: There were no requests to speak.

III. FINANCE AND ADMINISTRATION

a. **Fare Modification Discussion:** Mr. Ferguson stated he will present a proposal to the Board related to a Fare Modification Pilot. He began with the timeline to modernize JTA's fares which includes: February 1 – August 31, 2026, reduced core fixed-route and paratransit fares, market and train new riders on the system, regular reporting to the Board; beginning December 15, 2025, NAVI fares changing to complimentary, February 1, 2026, discontinuing Connexion Plus; and January 1 – August 31, 2026, conducting Title VI analysis and updating fare policy to align with best practice and reduce operating costs by going cashless using open payment and revised indexing.

Mr. Ferguson then provided information related to the key headwinds shaping JTA's operating environment, particularly related to inflation impact, salary and wage increases, operator vacancy rate and the impact on salary cost for overtime.

He then moved into JTA's history of fare modifications and fare free services between January 2012 and July 2024 and showed details of fares at peer agencies. He stated this pilot appears that fare box recovery would be impacted; however, by charging lower fares ridership may increase and have a positive impact on fare box recovery.

Mr. Ferguson also provided details and history of Connexion Plus service and the financial impact these services have on the JTA. Staff proposed that Connexion Plus service be

suspended and wrapped in the regular Connexion service. He shared that ReadIRide nor the Ferry will have any fare changes. Mr. Ferguson showed the elasticity impact related to the fare reduction and how it will affect ridership and additional revenue.

He concluded by advising the Board of how this pilot impacts the Fare Indexing Policy and what the next steps would be based on the outcome of the pilot.

The Board and staff began discussions and sharing their thoughts on the pilot related to the history of Connexion Plus and how the service operates, it was also confirmed that no other agencies offer this type of service. The Board appreciates the opportunity to lower fares and aid in the cost of living for the community. There was also additional discussion on the cashless system and how this will provide better efficiency by passengers boarding faster, as well as costs related to modifying the vehicles to accept cashless payments. There was conversation related to marketing the pilot and increasing travel training.

Mr. Ford responded to Board questions related to the Better Together campaign that is tied to this pilot.

Vice Chair Wallace stated “Kudos” to the JTA team with coming forward with this suggestion, without someone else other than the Board making this suggestion. He added that although Jacksonville’s cost of living is lower than most of the State of Florida, the staff still addressed affordability. Vice Chair Wallace asked that staff provide Council Liaison Johnson with the details of this pilot and how this innovative plan matches other innovations already taking place which shows that the JTA is an efficiently run organization. He does not see any other agency following what JTA is proposing.

Director Sams shared that it will be important to educate the community on the impact of the reductions and show that JTA fares are already lower than its peer agencies.

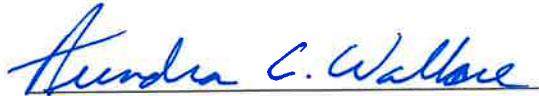
Vice Chair Wallace stated that this is a gamble but is worth the gamble. The Board will have to decide at the meeting to approve this Fare Modification Pilot. Mr. Ford stated that the pilot will be brought to the Board under new business at the meeting following this work session.

IV. ROUNDTABLE: There were no items under roundtable.

V. ADJOURN: There being no further business, the work session adjourned at 2:41 p.m.

Signatures on following page.

SEAL


Aundra Wallace, Chair


Max Glover, Secretary