



# JTA's MOBILITY CORRIDORS

Improving System Performance  
Through Urban Design

## Agenda

- Overview of Jacksonville & JTA
- Catalysts for a “Transit Driven” Complete Streets Program
- Process
- Countermeasures & Concepts
- Takeaways

# Overview

## Weather:

### **March-September:**

94F, 95% humidity,  
afternoon thunderstorms

**Oct-Feb:** 70F



## Population:

- City of Jacksonville – 880,000
- Metro area – 1,478,000
- 12th most populous city in nation
- 2<sup>nd</sup> most popular for relocation

## Size:

- 840 square miles
- Largest city in land size U.S.





## Jacksonville Transportation Authority

- Founded 1955 as Expressway Authority
- Became a “multimodal” Transportation Authority in 1971
- Design and constructs roads and bridges with responsibility for: fixed route bus, BRT, paratransit, Skyway monorail (future U2C autonomous circulator), Stadium Shuttle
- 220 vehicle fleet; ~13 million trips

# Catalysts

## JTA Route Optimization Initiative (ROI)

- Most transformative project in Authority history
- Increased bus frequency (more direct/fewer stops)
- Extended hours of operation
- Improved stop locations
- Enhanced arrival/departure times

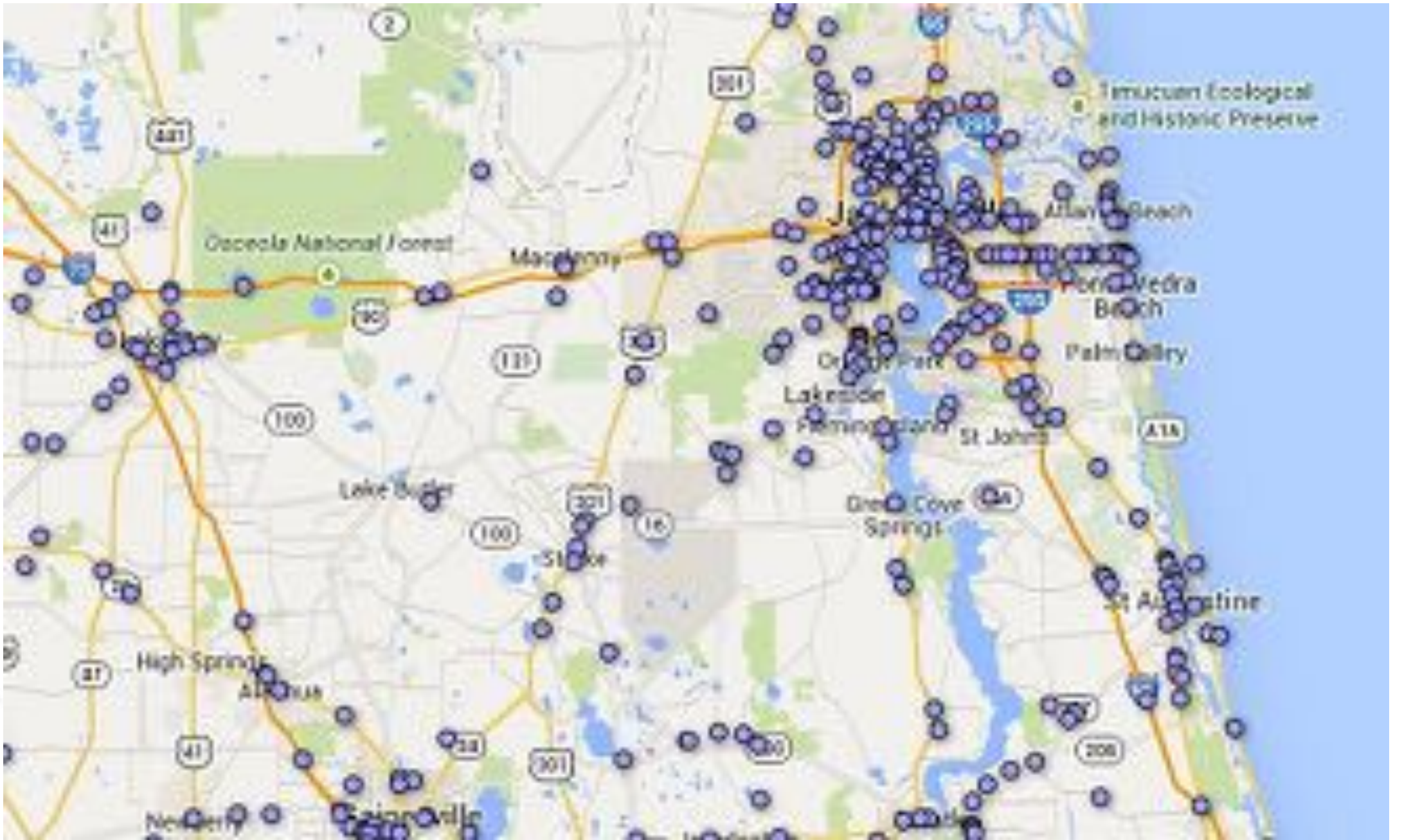




## First Coast Flyer BRT development

- Largest in SE—57 miles/\$124 million

# Catalysts



## METRO'S RANKED BY PEDESTRIAN DANGER INDEX (PDI)

2016 rank	Metro area	Pedestrian deaths (2005-2014)	Annual pedestrian fatalities per 100,000	2016 Pedestrian Danger Index
1	Cape Coral-Fort Myers, FL	165	2.55	283.1
2	Palm Bay-Melbourne-Titusville, FL	142	2.59	235.2
3	Orlando-Kissimmee-Sanford, FL	575	2.58	234.7
4	Jacksonville, FL	379	2.74	228.7
5	Deltona-Daytona Beach-Ormond Beach, FL	191	3.19	228.2
6	Lakeland-Winter Haven, FL	161	2.61	200.6
7	Tampa-St. Petersburg-Clearwater, FL	821	2.88	192.0
8	Jackson, MS	109	1.90	189.6
9	Memphis, TN-MS-AR	246	1.84	153.3
10	North Port-Sarasota-Bradenton, FL	150	2.08	148.2

Source: Smart Growth America; Dangerous by Design, 2016

## Alliance for Biking and Walking 2016 Benchmarking Report:

- Jacksonville has the **highest rate of bicycle/pedestrian fatalities** among the 50 most populous cities in America.
- At **50.8 deaths per 10,000 commuters**, Jacksonville is much worse than the state of Florida's average (34.4)—the worst state in the U.S.



## Pedestrian killed on Arlington Exp downtown

News Staff, First Coast News 8:03 a.m. EDT August 22, 2015



(Photo: FCA)

**f 79** **t 15** **in** **COMMENT** **EMAIL** **MORE**

JACKSONVILLE, Fla. — A pedestrian was struck and killed while crossing Arlington Expressway early Saturday morning, according to the Jacksonville Sheriff's Office.

Authorities have not released the name of the victim, or any other information about them. Police said they also have no information regarding the vehicle that struck the pedestrian.



## “Dangerous by Design”



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## “Dangerous by Design”



# “Dangerous by Design”



# “First Mile/Last Mile” Experience



# “First Mile/Last Mile” Experience



# “First Mile/Last Mile” Experience



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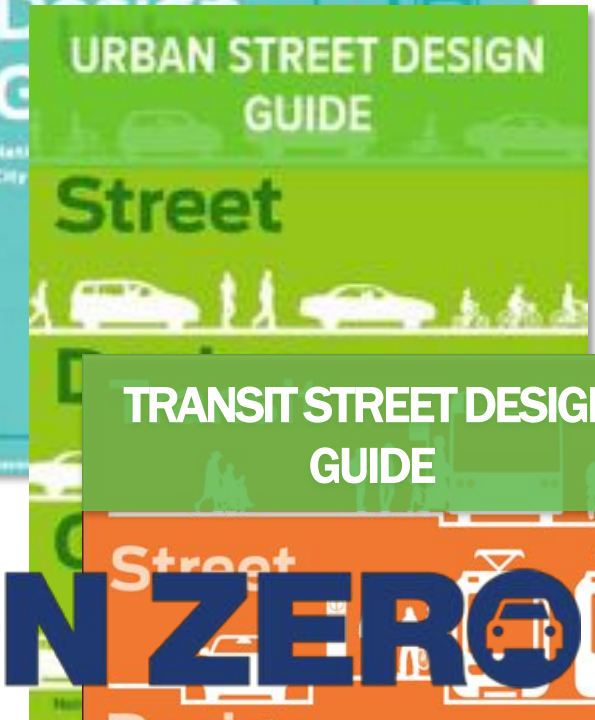
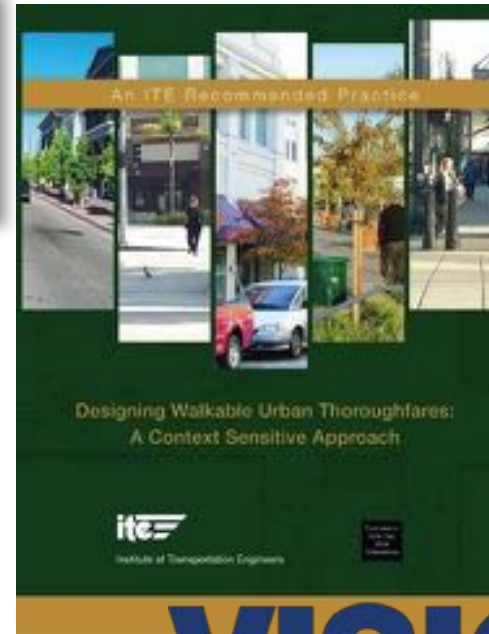
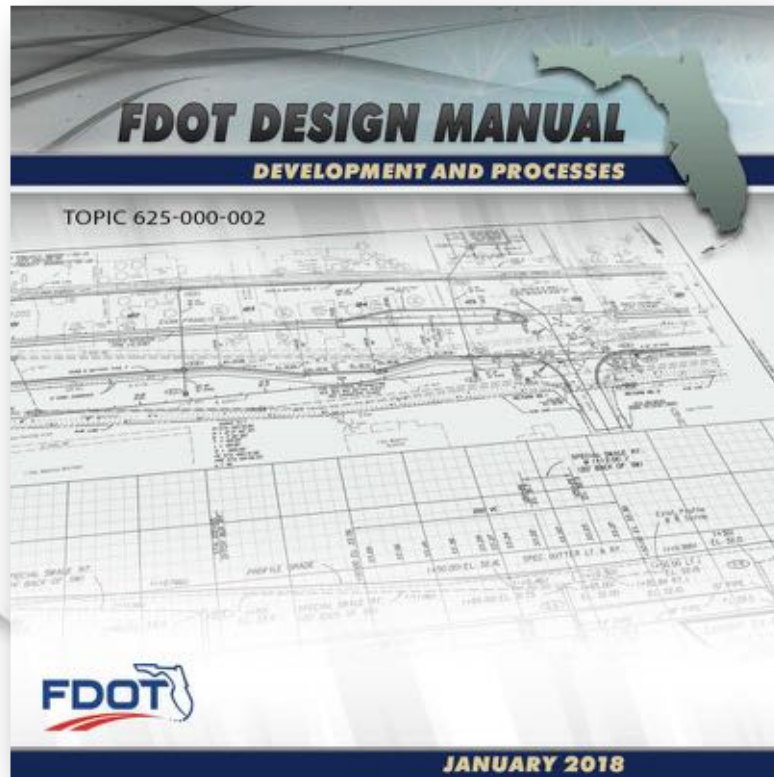


# Program

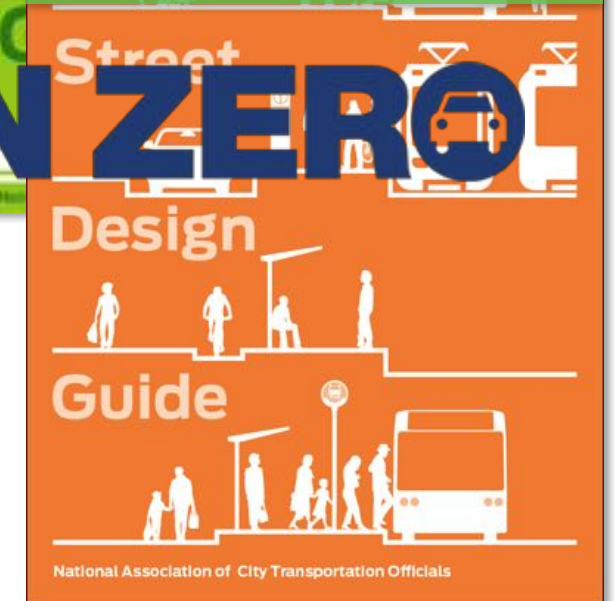
## JTA's Mobility Corridors



## Growing National and State Guidance



### TRANSIT STREET DESIGN GUIDE



# Process

## 5D Analysis (Pre-screening)

National travel research has found that certain characteristics of the built environment tend to highly affect travel behavior in predictable ways:

- **Density** *in terms of dwelling units or jobs per acre*
- **Diversity** *of land uses within any given area*
- **Design** *of the pedestrian and bicycling environment*
- **Destinations** *or proximity to regional activity centers*
- **Distances** *to transit stops/routes*

**¼-mile focus areas**-enables improvements into neighborhoods to facilitate access to transit and multimodal transportation along corridors

- Red areas = higher need
- Green/Yellow=less need

## Walk Audits-verified analysis

## Workshops & Charrettes



Project categories include:

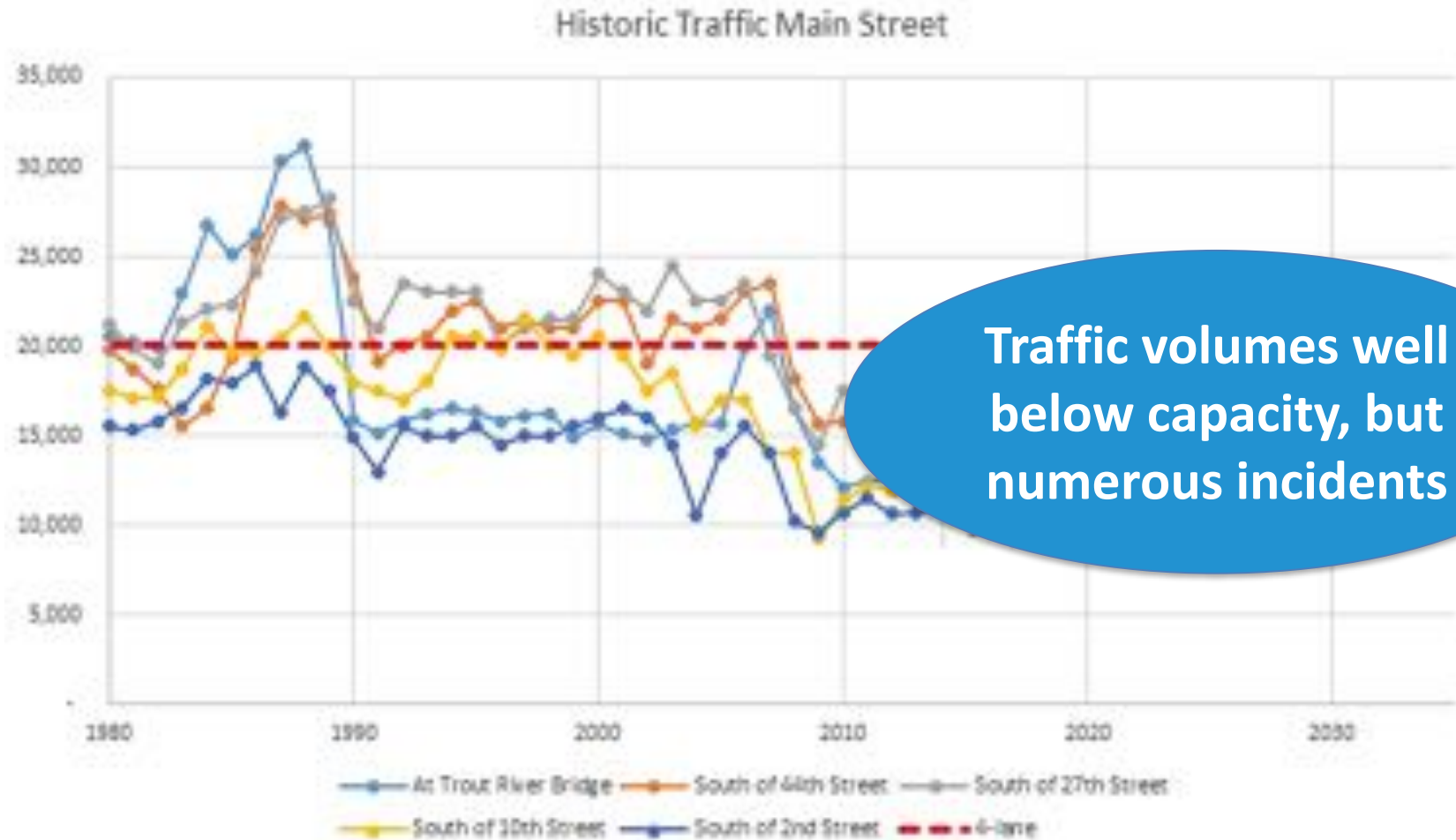
- **Keystone**
- **Operational & Safety**
- **Long Term Visions**

Maximizes current funding to implement priority projects and quick fixes in each corridor





# “Overbuilt” Corridors



# Concepts

# “Placemaking”



# “Placemaking”



# “Placemaking”



## Lem Turner/Norwood Avenue



## Park/Blanding Overpass



## Park/Blanding Overpass



## University Blvd. /Merrill Rd.



# Takeaways

## **1. Defining Program**

## **2. Coordination**

- Florida Department of Transportation (FDOT)
- City of Jacksonville Public Works
- Elected Officials
- JTA

## **3. Resistance to “demonstration project” or “pilots”**

- 1. Stick to the message (Mission vs. Process focused)**
- 2. Don't Swallow the Elephant**
- 3. Context-Driven vs. Functional Class-Driven**
- 4. Rethink “first and last mile”**
- 5. Attractive Collateral**

# Next Steps

- Advance “Keystone” and Operational/Safety-based “quick fixes” into PE/Design/Construction
- Leverage additional resources (City/FDOT/grants)
- Developing a long-term capital program supporting Complete Streets initiative!



## For More Information:



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