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



Population:

- City of Jacksonville 880,000
- Metro area 1,478,000
- 12th most populous city in nation
- 2nd 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



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



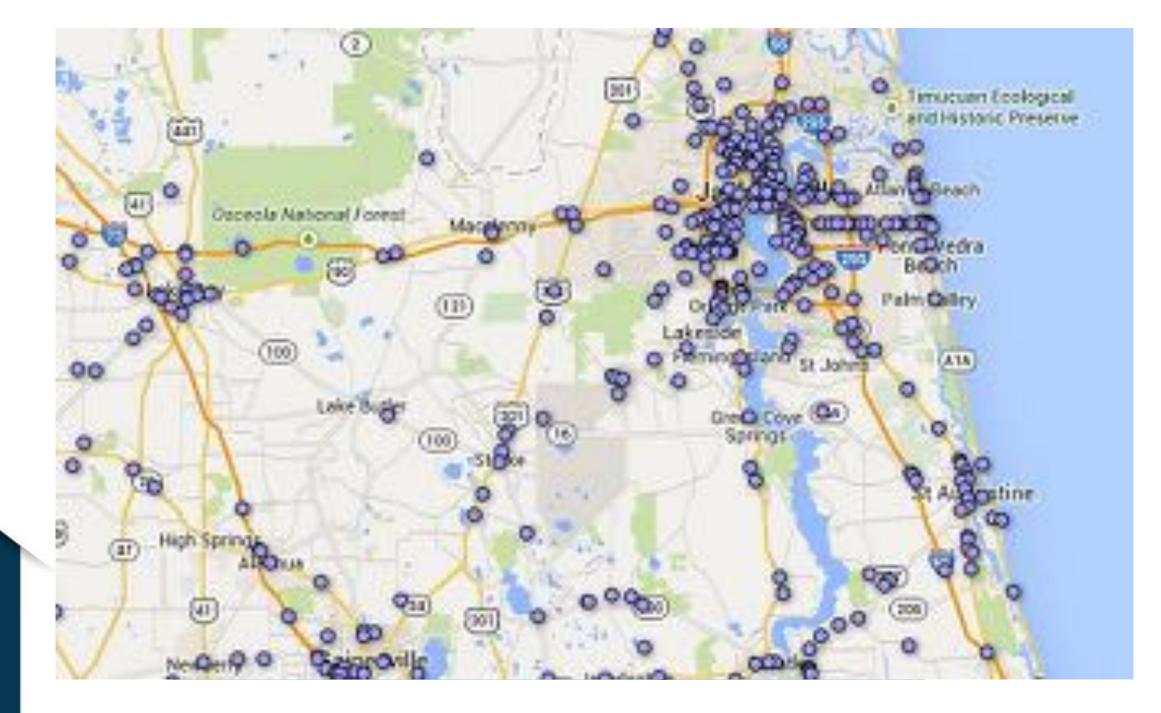


Catalysts



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.

Law & Order: 2 pedestrians struck, 10N 00 3 killed Pedestrian killed on Arlington Exp downtown

73°

HOME NEWS SPORTS MONEY LIFE REASON OPINION OBITS PROTOS VIDEOR

News Staff, First Coast News

jacksonville.com



(Photo: FCN)

9 02 a.m. EDT August 22, 2015



82°

Terra service

THEFT LEASTING DISAFTAT SHALE

ALC: N

TO

82°

Friday

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"

"Dangerous by Design"





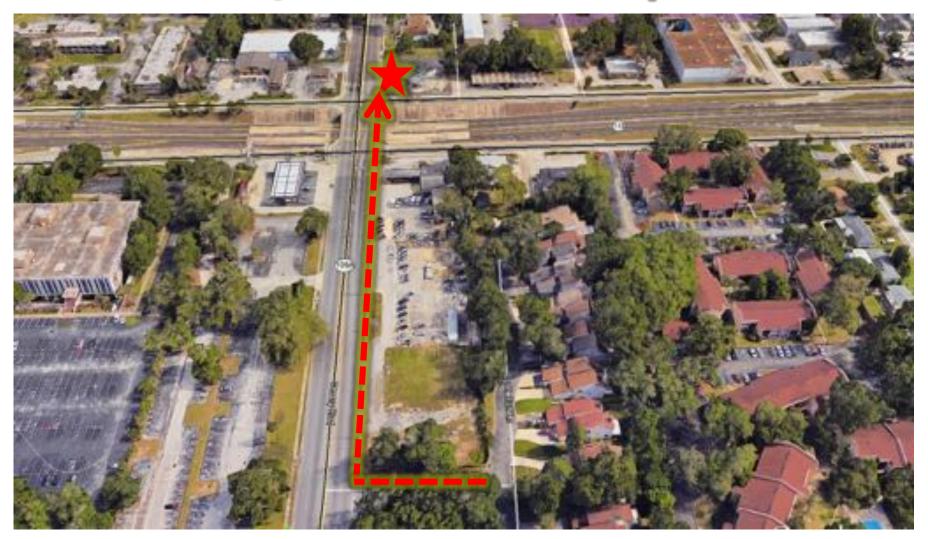
BIANGINE.

Same

"Dangerous by Design"

"Dangerous by Design"

1000













JTA's Mobility Corridors



Growing National and State Guidance



URBAN BIKEWAY

DESIGN GUIDE

Process

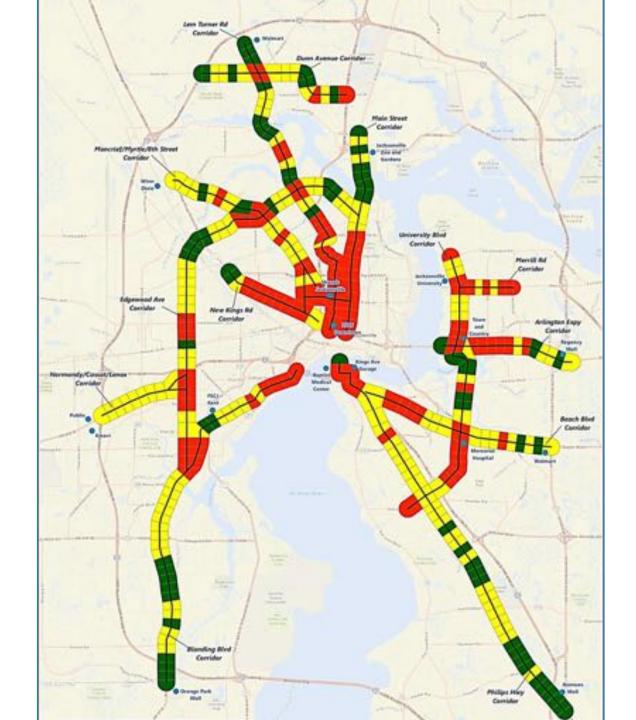
5D Analysis (Pre-screening)

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





5D Analysis (Pre-Screening)

- 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 **<u>quick fixes</u>** in each corridor

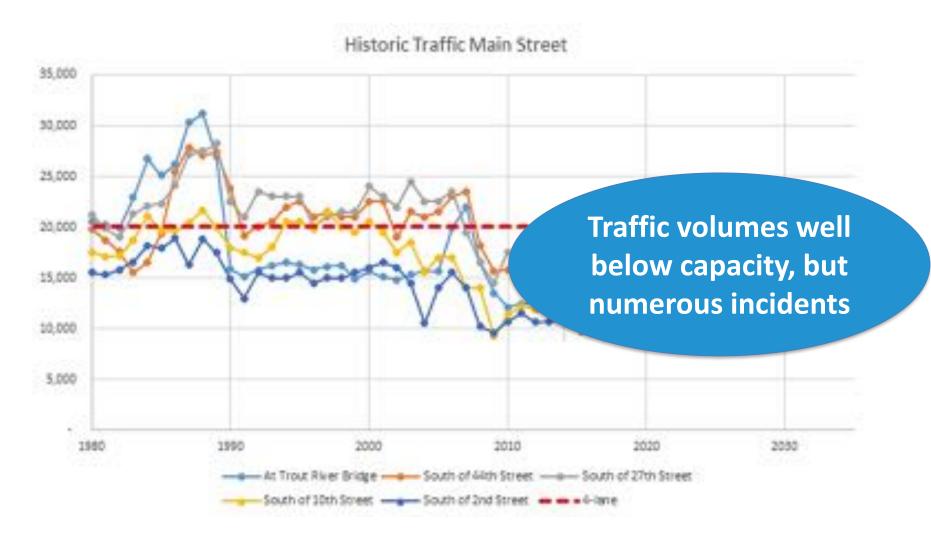


Project Prioritization Tool—Key Goals

- Mobility and Safety
- Planning and Funding Leveragability
- Public Health and Livability
- Economic Development and Competitiveness

-	1041			22*******		-	Concern Ratio and Marco Allians					-	Bed 3 Presidential Tradition Intermediality			Real Property and London			And and a design of the local division of th		
			戰	1111	Salate.	Įt	Bu fand i	H	1	1	1	[e][[t	1	15	1111	111	1111			Robert Right Defined Right Robert Low	
Aug. Aug.	- India		bear bear	August		1.1	-	w pice	-	10.00	10.000	* 100	*	1	-		-	-	her	10	
54004		Land States Latters	10111 N.112				1111			9	1								-		Color.
to be builded by	M	Rend T. Japa Arram			1.1		1.1	1.4	1.1												- 12554
of the little	5	Name 1 Proper Suffrage	int loadin.																		1000
100	15	Law, Josephin Linkson	instantin.						1.0				1 1	1.1					10.00	the second second	- ALC: -
PLPA R		New York New York, New Yor	al tora hor				1.						-						-		100
and the	1 m	Percel I Insure Surface.					14	14					1.1.1		1 1					The Baseline	140
11th		ي. مولقما إنتان		_						100			-						-		- 150
out the		Control & Control Street St.		and Deny 14 Julys																10 100	100
44	-w	Statut & Kating Brand, Br	eris & Deerer L Deerer.									1.1	A ale		1.1				_	N	Hint.
10.10	-	Inter & Stat Delivery,			Rose Bu															11	100
		1 - 1 Pager Son, Rol Sandy D. Pager Browski, Million D. Pager School, Million D. Pager School, Son W	di la constante da		And Construction Relation of the Construction Region of the Coll particle College on Coll and College			Paper and the second se				6.0									

"Overbuilt" Corridors



Concepts







"Placemaking"

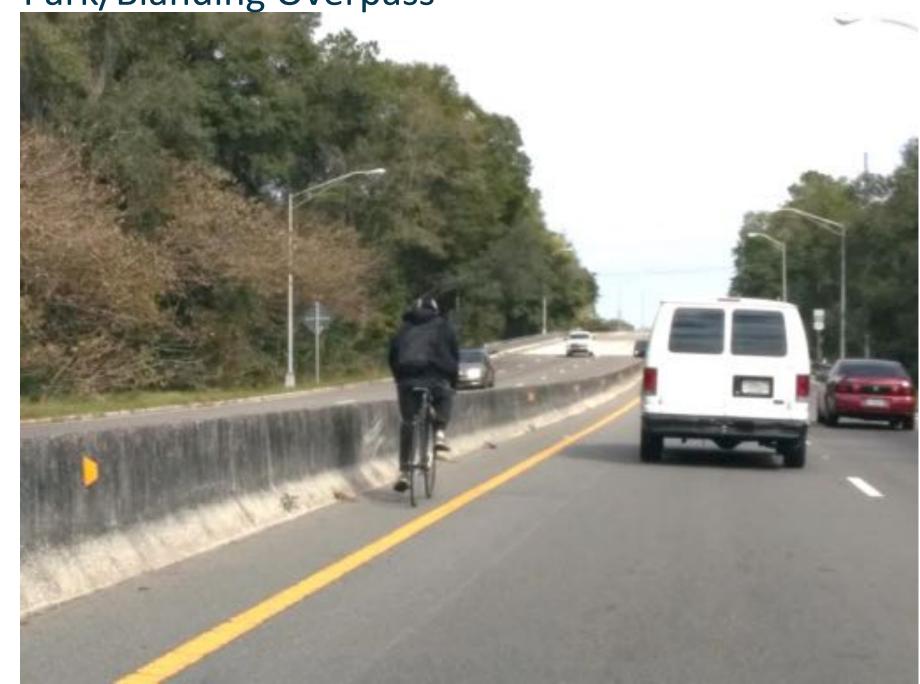


Lem Turner/Norwood Avenue



Concepts

Park/Blanding Overpass



Park/Blanding Overpass



University Blvd. /Merrill Rd.





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

- 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:



Frederick Jones, AICP fred.jones@mbakerintl.com 904.307.7008