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: 94°F, 95% humidity, afternoon thunderstorms
Oct-Feb: 70°F
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
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
## Metro's Ranked by Pedestrian Danger Index (PDI)

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

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, killed

Pedestrian killed on Arlington Expwy downtown

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”
“First Mile/Last Mile” Experience
“First Mile/Last Mile” Experience
"First Mile/Last Mile" Experience
“First Mile/Last Mile” Experience
“First Mile/Last Mile” Experience
“First Mile/Last Mile” Experience
Program
JTA’s Mobility Corridors

Program

[Map showing various mobility corridors in Jacksonville, Florida, including Dunn Ave Corridor Improvements, Lem Turner Rd Corridor Improvements, Alta Dr I-295 to Burk Ln, Southe Transit Hub, Moncrief/Myrtle/8th St Corridor Improvements, New Kings Rd/US5 Corridor Improvements, Edgewood Ave Corridor Improvements, McDuff/5th Street Phase III Edgewood Ave to Melton Ave, Normandy/Cassat/Lenox Corridor Improvements, Blanding Blvd & Cedar Hills/Confederate Point Rd Intersection, Blanding Blvd/Park Corridor Improvements, Blanding Blvd & 103rd St Intersection, Collins Rd Intersection, Collins Rd (Old Middleburg Rd to Rampart Rd), University Blvd/Merrill Rd Corridor Improvements, Arlington Expressway Corridor Improvements, Kerman Blvd (Atlantic to McCormick), Southside & Atlantic Intersection, Tinsleytown Intersections (SS Blvd/Mogan/Touchton/Gate), Beach Blvd Corridor Improvements, Phillips Hwy Corridor Improvements, Gravin Rd (Atlantic Blvd to Wonderwood Dr), San Pablo Rd Beach Blvd to Atlantic Blvd).]
Growing National and State Guidance
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

Process
Project categories include:

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

Maximizes current funding to implement priority projects and **quick fixes** in each corridor.
Project Prioritization Tool—Key Goals

- Mobility and Safety
- Planning and Funding Leveragability
- Public Health and Livability
- Economic Development and Competitiveness
“Overbuilt” Corridors

Traffic volumes well below capacity, but numerous incidents.
Concepts
“Placemaking”
“Placemaking”
Park/Blanding Overpass Concepts
Park/Blanding Overpass

Concepts
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
• 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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