MISSION STATEMENT

To be the Northeast Florida leader in providing effective, coordinated and integrated multimodal transportation solutions.
The year was 1955. Lee Meriwether was Miss America. The Brooklyn Dodgers beat the New York Yankees 4-3 to win the World Series. “The $64,000 Question,” “I Love Lucy,” and “The Ed Sullivan Show” were the top-rated TV programs. “Rock Around the Clock” by Bill Haley and the Comets was a number one hit. The first “Guinness Book of Records” was published. And a new day dawned in transportation as an Authority to address transportation issues was formed.

The Florida Legislature established the Jacksonville Expressway Authority in 1955. The Authority focused solely on roads and bridges until 1971, when City Coach Company sold its operations to the Authority, and the name changed to the Jacksonville Transportation Authority.

As JTA celebrates its 50th birthday this year, we’re reflecting on the many milestones we’ve reached, and we’re looking forward to many more. We’re proud to celebrate our Golden Anniversary of serving Duval County and all of Northeast Florida. Join us this year as we celebrate our history of providing transportation solutions.

We look forward to continuing to find solutions to Northeast Florida’s transportation needs for many years to come. JTA. Solutions: Past, present and future.
Bus Wrap
Displaying 50th Anniversary
JTA HISTORY

• Founded in 1955 as Jacksonville Expressway Authority

• In 1971, changed to Jacksonville Transportation Authority (JTA)
JTA HISTORY

- Working closely with the Florida Department of Transportation and the City of Jacksonville, JTA develops and implements plans to improve traffic flow and mobility.

- JTA, funded in part by a half-cent sales tax approved in 1988.

- Jacksonville voters approved an additional half-cent sales tax in September 2000 to create the City’s Better Jacksonville Plan.

- JTA efforts include 40 roadway projects totaling more than $1 billion.

- Over the last 50 years, JTA will have provided approximately $3.7 billion of state road work, and 11 major bridge structures.
JTA 50 YEAR CELEBRATION
SUPER BOWL
The First 50 Years
JTA’s Regional Transportation System

“One System”
JTA’s “One System”

A Balanced Approach

Regional Mobility Needs

Resources

- RTS
- Skyway
- Commuter Rail
- Congestion Management - ITS
- Neighborhood Circulators - Feeders
- Regional Transit Solutions
- Fixed Route Bus/Trolley/ Waterborne Transportation
- Highway Expansion
- Inter/Intra County Mobility Services
JTA’s Leadership in ITS

• Maintain Partnership with FDOT

• Developed the Regional Master Plan Program with FDOT

• JTA joined FDOT in unique team approach
JTA REGIONAL ITS MASTER PLAN CONCEPT

FLORIDA’S FIRST COAST
JTA Regional ITS Master Plan Concept

• A multi-agency management team will develop a Regional ITS Master Plan.

• The plan will build on the FDOT architecture.

• It will ensure maximum coordination and communication.

• The result will be a standard process for local ITS deployment decisions and project review.
JTA asked MPO to join in the leadership role for Regional ITS Master Plan

Many Regional ITS Master Plan Partners
Jacksonville ITS Summit

April 15, 2004

Marshall Elizer, P.E., PTOE
David Kinnecom, P.E., PTOE
Anson Nordby, P.E.
Marion Waters, P.E., PTOE
Douglas Wiersig, PhD., P.E.
Presentation Overview

- Panel review process
- Key observations
- Suggestions to advance the ITS Program for the Northeast Florida Region
Jacksonville ITS Summit Participants

Baker Board of County Comm.  First Coast Metropolitan Planning Org.  Office of the General Counsel
Baker County  First Coast News  Office of the Mayor
Brindley Pieters & Assoc.  Five Star  Parsons
Cambridge Systematics  Florida Department of Transportation  Parsons Brinckerhoff
CH2M Hill  Florida House of Representatives  Post, Buckley, Schuh & Jernigan
Citizen Planning Advisory Committee  Florida Senate  Prosser Hallock
City of Atlantic Beach  Florida Times-Union  Putnam Board of County Comm.
City of Fernandina Beach  Florida Transportation Commission  Putnam County
City of Jacksonville  Fox 30  Reynolds, Smith & Hills
City of Jacksonville Beach  Georgia Beaches CPAC  Roadfox Construction Control Services
City of Macclenny  Gray-Calhoun & Assoc.  Safety Cat
City of Neptune Beach  Gresham Smith & Partners  St. Johns Board of County Comm.
City of Palatka  Jacksonville Advocate  St. Johns County
Clay County  Jacksonville Free Press  Southwest Signal Engineering
Clay County Board of Comm.  Jacksonville Electric Authority  TEI Engineers & Planners
Comcast  Jacksonville Office of the City Council  The Business Journal
Delegation Coordinator  Jacksonville Regional Chamber of Comm.  Traffic Control Devices
Delegation Secretary  Jacksonville Transportation Authority  Trans Core
Dyer, Riddle, Mills & Precourt, Inc.  Kimley-Horn and Assoc.  Transportation Solutions, Inc.
Edwards & Kelley  MASTEC  VIASYS
Elkins Constructors  Metro Traffic  WJCT 89.9 FM
England, Thims & Miller  Miller Electric  WJXT Channel 4
Federal Highway Administration FL-DIV  Nassau Board of County Commissioners
Financial News & Daily Record  Nassau County
Jacksonville Advocate
Jacksonville Free Press
Jacksonville Office of the City Council
Jacksonville Regional Chamber of Comm.
Jacksonville Transportation Authority
Kimley-Horn and Assoc.
MASTEC
Metro Traffic
Miller Electric
Nassau Board of County Commissioners
Nassau County
Office of the Mayor
Parsons
Parsons Brinckerhoff
Post, Buckley, Schuh & Jernigan
Prosser Hallock
Putnam Board of County Comm.
Putnam County
Reynolds, Smith & Hills
Roadfox Construction Control Services
Safety Cat
St. Johns Board of County Comm.
St. Johns County
Southwest Signal Engineering
TEI Engineers & Planners
The Business Journal
Traffic Control Devices
Trans Core
Transportation Solutions, Inc.
VIASYS
WJCT 89.9 FM
WJXT Channel 4
Suggested ITS Emphasis Areas

- Regional vision and organization
- Implementation and operations plan
- Arterial management system
- Freeway management system
- Incident management system
- Transit ITS applications
- Traveler information system
- Emergency management support
- Special events support
- Airport and port integration
- Resource planning
JTA RECEIVES FEDERAL GRANT

FY-04 ~ $748,000

- Regional ITS Master Plan
- Transit Signal Priority Test
- Transit Communication
Regional ITS Master Plan

Status

– Regional coalition formed
– ITS Master Plan Steering Committee formed
– RFP drafted for planning consultant
Corridor Development with ITS

- RTS – Rapid Transit System
  - Two corridors being studied
- ICE – Interchange Component Evaluation study of Better Jacksonville Plan corridors
ITS Elements

- Automatic Vehicle Location
- Passenger Information
- Safety and Security
- Communications
- Fare Collection
- Vehicle Guidance and Control
Steps to Incremental Implementation
Queue Jumping