Rapid Transit Corridor Studies

The Jacksonville, Florida Experience
Presentation Outline

1. Introduction
2. Jacksonville
3. Rapid Transit Hurdles
4. Community Involvement
5. Chicken Or The Egg?
6. Funding Issues
7. Lessons Learned

1. Introduction
Introduction

- Community Profiles
- Jacksonville Transportation Authority (JTA)
- Jacksonville Rapid Transit Corridor Studies
Community Profile

MSA Population

Population

Thousands

1,400 1,200 1,000 800 600 400 200 0

Census Year


Source: U.S. Department of Commerce, Economic and Statistics Administration, Bureau of the Census, Table 48, 1990

1. Introduction
Community Profile

MSA Population Growth

Census Decades

Source: U.S. Department of Commerce, Economic and Statistics Administration, Bureau of the Census, Table 48, 1990

1. Introduction
Community Profile

Population Density
(Based on 1990 MSA Land Area)

<table>
<thead>
<tr>
<th>Census Year</th>
<th>Nashville</th>
<th>Jacksonville</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>169</td>
<td>197</td>
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<tr>
<td>1980</td>
<td>206</td>
<td>232</td>
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<td>1990</td>
<td>238</td>
<td>292</td>
</tr>
<tr>
<td>2000</td>
<td>298</td>
<td>354</td>
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</table>

Source: U.S. Department of Commerce, Economic and Statistics Administration, Bureau of the Census, Table 48, 1990

1. Introduction
Jacksonville
JTA Milestones

- 1955 – Jacksonville Expressway Authority
- 1971 – Acquired Bus Service
- 1988 – Tolls Removed From Jacksonville Roads & Bridges
  - Tolls Replaced With ½ Cent Sales Tax
Who Is The JTA?

1 of Few Comprehensive Transportation Authorities

What We Do:
- Operate Bus System
- Operate Automated Skyway Express
- Community Transportation Coordinator
- Design & Build Highway & Bridge Projects
- Better Jacksonville Plan Projects
- Rapid Transit Corridor Studies
Jacksonville Rapid Transit Corridor Studies

- Began As Transportation Alternatives Study in 1998
- Transportation Alternatives Study Identified 6 Priority Corridors
Priority Corridors

North/Southeast

East/Southwest

Westside

Beaches

2. Jacksonville
Jacksonville Rapid Transit Corridor Studies

- Study Each Corridor Individually
  - 1st – North/Southeast (2000)
- Conduct Alternatives Analysis/Draft Environmental Impact Statement (AA/DEIS) For Each Corridor
Jacksonville Rapid Transit Corridor Studies

- Changed From AA/DEIS To “AA”
- Corridors Very Long
- Modeling Issues
- Local Decision Process
- JTA Board Decision in January
Ridership Forecast

- Used FCMPO Adopted Standard
- Transportation Demand Forecasting Computer Model
- Transit Modifications
- Compare Baseline to Build Alternative
Baseline Alternative Link Volumes

Legend
Daily Passenger Link Volume
- < 250
251 - 400
401 - 550
551 - 850
851 - 1350
1351 - 1800
1801 - 2350
> 2351

Station-to-Station Link Analysis
Daily Passenger Ridership Forecast
Build Alternative Link Volumes

Total Length: 65 Miles
Total Stations: 49

Legend
Daily Passenger Link Volumes
- < 625
- 625 - 1000
- 1001 - 1200
- 1201 - 1400
- 1401 - 1600
- 1601 - 1900
- 1901 - 2400
- 2401 - 3200
- 3201 - 3800
- > 3800

Daily Passenger Ridership Forecast

Station-to-Station Link Analysis

Limited Stop Service
Proposed Station
Existing Park & Ride

Date: 08-16-04

Build Alternative Link Volumes

Total Length: 65 Miles
Total Stations: 49
Recommended Build Alignments – Year 2025
Rapid Transit System Facts

- System Length – 30 Miles
- 27 Stations
- Integrates All Modes
- New Daily Transit Riders
  - 32,000 (vs. No-Build)
  - 11,000 (vs. Baseline)
Mode Selection

- Initially, Bus Rapid Transit (BRT)
- Convert To Light Rail Transit (LRT) When Demand Warrants

Reasons For BRT:
- Rapid Implementation – Meet Existing Needs
- System Flexibility With Existing Buses
- Relatively Low Cost
- Ridership Forecast
- Encourages Land Use on Fixed Route System
2. Jacksonville
2. Jacksonville
BRT Cost Estimates

- Capital (Year of Expenditure)
- Annual Operation & Maintenance
- Right-of-Way (Year of Expenditure)
- Cost Per New Transit Rider
Rapid Transit Hurdles
Rapid Transit Hurdles

- Florida Department of Transportation (FDOT)
- Jacksonville
- Federal Transit Administration (FTA)
FDOT Hurdles

- Previous Master Plans
- Previous PD&E Studies
- Transit Awareness
  - Highway First Mentality
Jacksonville Hurdles

- **Community Apathy**
  - “Where’s the Need”

- **Skyway Issues**

- **Driving Alone Is A Birthright**
  - “Face it, in the South, cars are like guns. People will only give them up when you pry their cold, dead fingers from the steering wheel.”

3. Rapid Transit Hurdles
Jacksonville Hurdles

- Political Awareness
- Community Leader “Champions”
- Visionaries & Community Vision
- Low Ridership Forecasts
- Travel Demand Model
  - Highway Based – Not Transit Friendly
  - Timing – New Model Adopted After N/SE Study Began
FTA Hurdles

- Modeling Issues
  - Florida Models
  - Transit Forecasting – Not Sensitive To Transit
  - Shift Horizon Year Models
  - Baseline Development

- Previous Track Record (Skyway)
- Matching Funds (ROW Issues)
Community Involvement
Community Involvement

- Public Meetings
- Elected Official Meetings
- Government Agencies
  - Jacksonville Planning & Development Department
  - Florida Department of Transportation
  - First Coast Metropolitan Planning Organization
- Neighboring Counties
Project Structure

Existing Conditions, Data and Analysis

- Technical Advisory Committee
- Citizens Advisory Committee
- General Public
- Business Advisory Task Force

Project Team

Recommended Locally Preferred Alternative

4. Community Involvement
Business Advisory Task Force

Purpose:
- Actively Engage Land Development Community In Rapid Transit Project

Objectives:
- Land Development Community Insight
- Guidance Forming Transit Oriented Development (TOD) Policies
- Identify & Develop Rapid Transit Champions
  - Be Rapid Transit “Cheerleaders”
Business Advisory Task Force

Invited Participants

- Business Leaders
- Land Developers and Builders
- Lenders
- Property Appraisers
- Urban and Regional Planners
- Jacksonville Economic Development Commission
- Land Use Attorneys
- Professional Business Organizations
Business Advisory Task Force

- **Focus Group**
  - Identified Viability
  - “Steering Committee”

- **Organization Presentations**
  - Identify Interest
  - Build Awareness
  - Obtain Input
  - Recruit Participants
Business Advisory Task Force

- Stakeholder Interviews
  - Gauge Knowledge and Interest
  - Discover Concerns and Agendas
  - Develop Relationships

- Business Advisory Task Force
  - Umbrella Group
  - Define Need For Rapid Transit & TOD
  - Review Best Practices and Policies
  - Develop Policy Recommendations

4. Community Involvement
Business Advisory Task Force

End Products

- Comprehensive Plan Land Use Category
- Compatible Zoning Code
- Transit Oriented Development Best Practices Guidebook For Jacksonville

4. Community Involvement
Chicken or the Egg?
Land Use/Transportation Interaction In Denver
Problem Identification

- How To Marry Transportation and Land Use?
- Land Use & Transportation Link: Inextricable, Complex and Dependent on Each Other
- Create Synergy Between Land Use & Transportation
Land Use Goals

- Transit Supportive Land Uses
- Sustainable, Successful Developments
- Increased Mobility
- Increased Quality of Life
- Reduced Travel Costs
Current Land Use Initiatives

- Met With 3 Developers Interested In TOD
- Working With Jacksonville Planning and Development Department On Comprehensive Plan Updates
$ Funding Issues $
Local Funding

**Better Jacksonville Plan**
- The Good, The Bad and The Ugly
- Provides For Transit Right-of-Way
- Rocky Road To Date
- The Next Better Jacksonville Plan?

**JTA Funding**
- Tied To Better Jacksonville Plan
State & Federal Funding

- **FDOT Funding**
  - **District 2 – Very Large, Many Needs**
  - **Current Secretary Favors Transit**

- **FTA Funding – Will They?**
  - **New Starts**
  - **Small Starts**
Area “Climate”

- Florida Law Allows Local Governments To Levy a 1 Cent Sales Tax For:
  - Charter County Transit System Surtax
  - Local Infrastructure Surtax
- Consolidated Government
  - Few Jurisdictions to Coordinate
- Local Government Comprehensive Planning
- Comprehensive Transportation Authority (JTA)
Better Jacksonville Plan

Growth Management Task Force:
Move Jacksonville Into 21st Century

- Purpose – Address Direction of Growth In
  Jacksonville & How Growth Relates To:
  - Land Use
  - Transportation
  - Economic Viability

Transportation Committee Recommends A
Multimodal Transportation Master Plan
Better Jacksonville Plan

**Mobility 21 Project**
- 15 Month Planning Study
- “Funding Unconstrained” Multimodal Transportation Master Plan
- “Land Use Unconstrained” – Existing and Future
- Emphasizes Public Involvement
- Citywide Plan Reflecting Priorities and Transportation Linkages
- Many Projects Appear In BJP
Better Jacksonville Plan

- Broad Community Leader Support
- $1 Million Raised For BJP Campaign
- Pass BJP or “We Will Be Just Like Atlanta”
Better Jacksonville Plan

Vote Held During Primary Elections
- September 5, 2000
Referendum Passed With 57% Approval
City Council Approved Project List

6. Funding Issues
Better Jacksonville Plan

Funding

- Voters Approved Additional ½ Cent Sales Tax (From 6.5% to 7.0%)
  - ½ Cent = Approx. $65 Million Annually
  - Local Infrastructure Surtax
- Added To ½ Cent Sales Tax Approved In 1988 For JTA (Replaced Tolls)
  - Charter County Transit System Surtax
- ½ Cent From Each Surtax Remaining

6. Funding Issues
Better Jacksonville Plan

“Something For Everyone”

$2.2 Billion Infrastructure Plan

$1.5 Billion – Road Projects
- Includes $100 Million For Rapid Transit Right-of-Way

Projects To Be Completed In 10 Years

Bonds Paid Off Within 30 Years

2018 Is Current Projection

6. Funding Issues
Lessons Learned
Technical Lessons

- Begin With A Solid Transportation Demand Model
  - Need A Good Predictor Of Transit Demand
  - Adopted Model Timing Is Important
- Fight For Transit “Windows” In Roadway Projects
Planning Lessons

- Need To Stick To Long Term Vision When Need Is Not Apparent
- Stay The Course, Be Persistent
- Good Relationship With Planning Department Very Helpful
Planning Lessons

- Early and Often Coordination with Federal Transit Administration
- Project in LRTP
- Matching Funds Committed
- Don’t Involve Land Development Community Too Early
Overall Lessons

- Identify Champions
  - Government
    - Elected & Appointed Officials
    - Agencies
  - Citizens
  - Business Community
- Take "The Show" To The People
THANK YOU!!

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