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## JTA Launches First Coast Flyer Red Line

Jane Williams, Acting Administrator of the Federal Transit Administration (FTA), joined Jacksonville Transportation Authority's (JTA) CEO Nathaniel P. Ford Sr. at a special ceremony on December 3rd to celebrate the launch of the First Coast Flyer™ Bus Rapid Transit (BRT) Red Line. The First Coast Flyer Red Line departs Rosa Parks Transit Station and runs along Arlington Expressway with stops at major destinations such as FSCJ Downtown Campus, Regency Mall, FSCJ South Campus and Jacksonville Beach.

The \$33.9 million East Corridor project is funded by the FTA, Florida Department of Transportation and the JTA. It includes 21 branded stations and transit signal priority at 32 intersections that hold green lights, allowing buses to move through intersections without stopping.

"Already the largest BRT network in the Southeast, the new 18.5 mile Red Line nearly doubles the footprint of the existing First Coast Flyer Blue and Green lines and connects more people to jobs, education, healthcare and entertainment," said JTA Chief Executive Officer Nathaniel P. Ford Sr. "The Flyer serves as an economic driver for the region. In the last year, there has been a half-billion dollars in economic activity within a half-mile of high frequency transit corridors."

The Flyer makes fewer stops and offers 10-minute frequency during weekday peak hours and 15-minute frequency in weekday off-peak hours. The Red Line offers complimentary Wi-Fi, MyJTA mobile ticketing, onboard monitors with real-time bus route/stop, weather and other information.

The JTA launched BRT with the opening of the Green Line in December 2015 and the Blue Line in December 2016. The Southwest corridor is in the project development phase.



# Broward and Hillsborough Tax Referendums for Transportation Improvements

## Broward County

**B**roward voters cast a decisive ballot for better roads, less congestion and more public transit options, agreeing to increase the sales tax they pay to bankroll \$15.6 billion in transportation improvements over the next 30 years.



The successful sales tax referendum comes after voters defeated previous attempts in 2016, 2006 and 1990.

The vote means the county's sales tax will increase Jan. 1 from 6 cents to 7 cents for every dollar of taxable goods purchased. About a third of the money will be paid by tourists and other visitors to the county. The money will be used to build wider roads, improve traffic signal synchronization, add buses and bus routes, install light rail and undertake hundreds of other road projects.

"I think it just shows that transportation is a key issue," Commissioner Michael Udine said of the strong voter support. "People feel it every day. They're hopeful that some relief can be provided."

The new tax is expected to raise \$357 million in its first year. The change makes Broward's sales tax rate the same as in Palm Beach and Miami-Dade counties.

The change amounts to a 17 percent increase in the sales tax, or about \$174 a year for the average Broward family.

The plan currently contains more than 700 projects requested by cities. Those projects will be reviewed and ranked by the Broward Metropolitan Organization, a countywide transportation planning group.

The plan also calls for more community bus shuttles, adding 72 miles of bike lanes, 40 miles of sidewalks and 95 miles of greenways for recreational walkers and bikers.

*Source: Sun Sentinel, November 6, 2018*

## Hillsborough County

**H**illsborough County voters recently raised their sales tax to the highest in Florida to pay for billions of dollars in long-sought transportation improvements and for school repairs that reached crisis level this year.

The 30-year transportation measure will add a penny on the dollar to the sales tax and raise about \$276 million per year. Bolstered by a \$4 million campaign war chest, the tax passed easily, reversing years of failed efforts by elected leaders and transit advocates to ease congestion on county roads and fund a more robust mass-transit system.

The campaign for the transportation tax was led by All for Transportation, a group of transit advocates frustrated at the failure of elected officials to tackle the county's estimated \$9 billion backlog in road and transit projects.

That included witnessing the heavy defeat of the Moving Hillsborough Forward referendum in 2010 and a vote by the County Commission to keep the 2016 Go Hillsborough plan off the ballot.

All for Transportation took advantage of a rarely used citizens charter amendment process to take the issue out of elected leaders' hands.

Christina Barker, a leader of the citizens group, credited their success to a plan she said benefited the whole county. Most of the money from the tax will go toward roads, sidewalks and trails.

"This referendum passing and the support we saw in the community should make people rethink what's possible in Tampa Bay," Barker said. "We have done something that is historic. Now it's time to live up to the vision of what we can be."

*Source: Tampa Bay Times November 7, 2018*



## Lyft Ditch Your Car

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**R**idesharing has already challenged the way North Americans see car ownership, with 250,000 passengers in 2017 giving up their cars because of Lyft. Now, it's time to take an even bolder step toward creating a better future for our cities, our planet and future generations.

Since day one, we've had a vision that cities should be built around people, not cars or parking lots. Achieving our vision starts with having the freedom to choose from multiple, cost-effective and sustainable options to get where you're going". Today, Lyft is proud to announce Ditch Your Car, a program offering passengers transportation credit to give up their cars for 30 days from Oct. 8 to Nov. 6. Participants will have access to Lyft, Shared LYFT (in available markets), Zipcar, local transit and bike share partners in more than 35 cities nationwide.

"We are on the brink of a massive shift in personal transportation, moving away from ownership and into transportation as a service. Ditch Your Car is an extension of the mission we've been committed to for over a decade," said Lyft Co-Founder and President, John Zimmer.

"At Zipcar, we've long envisioned a world where car sharing outnumbers car ownership, making our cities greener, healthier and more walkable," said

Zipcar President, Tracey Zhen. "We're challenging more people to join us and 'test drive' the low-car lifestyle by taking full advantage of the many mobility options now available in our cities."

Three Florida markets were selected to participate in the Ditch Your Car Program including Miami, Tampa and Orlando.

Fifty Miami area winners were randomly chosen to receive \$650 worth of transportation credits for Lyft rides, Brightline, Metrobus, Metrorail, Citi Bike and Zipcar. In a statement, Miami-Dade County Mayor Carlos Gimenez added: "Multimodal transportation options are essential for our residents, providing access to employment, education, and opportunity. The Ditch Your Car campaign is a great way to encourage people to try all forms of transportation door to door."

In Tampa, HART and Lyft teamed up to offer 50 participants \$300 in Lyft credits, one month passes for the HART bus system and TECO streetcars and a one-month Zipcar membership, and fifty randomly selected Orlando area residents were selected to receive \$600 in transportation credits to use for travel on LYNX, Zipcar SunRail and Lyft.

*Source: LYFT Blog, September 26, 2018*

## 2019 Mobility Week

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**T**he state of Florida celebrated its first annual statewide Mobility Week from October 27 through November 3, 2018. Mobility Week is an initiative to promote awareness of safe multimodal transportation choices, and how those choices can build stronger communities, reduce traffic congestion and improve community health.

During Mobility Week, cities, counties, and transportation partner agencies hosted events to promote transportation choices, highlight transportation achievements, and roll out new initiatives or policies.

Residents were encouraged to Mix-It-Up by trying a new mode of transportation for commute, shopping, or recreational trips.

Mobility Week was successful with a wide variety of events and programs held across the state. Following are a few highlights of Mobility Week 2018:

- Space Coast Area Transit hosted "Ride with Jim" featuring Scott Lagasse Jr., a celebrity NASCAR driver and supporter of FDOT's Alert Today and Alive Tomorrow bicycle and pedestrian safety initiative.
- StarMetro staff arrived early in the morning at various stops throughout its system with fresh donuts to say thanks for riding!
- Over 200 people joined Orlando Mayor Buddy Dyer for Bike to Work Day 2018
- SunRail hosted an appreciation day with special giveaways for ticketed riders.

## Florida Transit Automation and Shared Use Network (Florida ATSUN)

In the U.S. and throughout the world, enormous strides are being made in the development of automated and connected vehicle technologies and service. Each day brings a new media story of a breakthrough development or announcement from an automobile manufacturer or technology company. Yet despite these impressive advances, transit automation is still in its infancy.

As a result of these developments, a robust discussion is taking place in the transit community about the future implications for public transit agencies and the concept of mobility management, smart cities, and Mobility as a Service (MaaS). For instance, what are the impacts of vehicle automation and the growth of TNCs on the public transportation industry? What gains are to be made by automating public transportation? How does one plan for a new social norm that is projected to take anywhere from five to thirty years to mature?

Florida is well-positioned to lead the nation as a proving ground for transportation automation and shared use services. The State was one of the first in the nation to enact legislation related to automated vehicles. Additionally, the Florida Automated Vehicles Summit (FAV), a partnership of FDOT, Tampa Hillsborough Expressway Authority (THEA) and CUTR, is an annual conference that attracts national and international participation. Transit agencies in Jacksonville and Tampa are developing automated transit services, while others are implementing different forms of shared use services. Research in the area of automation and shared use services is being performed at university transportation centers within Florida. Florida Polytechnic University is working with the Florida Turnpike Enterprise for the development of the SunTrax tolling and vehicle automation testing track. CUTR has served as an independent evaluator for two FTA funded transit automation projects in Minnesota and Oregon and is working with the local Hillsborough County Metropolitan Planning Organization on an analysis to assess the applications of autonomous transit vehicles at the University of South Florida campus.

Given the rapid evolution of these transformative changes, the transit industry will depend on researchers, academia, and practitioners for the

most current, objective, and innovative research and information on the topic of transit automation and shared use services. In response, the Florida Department of Transportation has partnered with the Center for Urban Transportation Research (CUTR) to create a clearinghouse for automated transit and shared network research, evaluation and technical assistance. The goal is for the Florida Transit Automation and Shared Use Network to serve as the trusted and primary resource for information on automated transit and shared use services in the state of Florida and nationwide.

Initially, the ATSUN will conduct a survey of all Florida transit properties to gather data on their plans for developing and operating automated transit and shared services in their communities. This effort will be followed by the creation of a working group to develop a clear mission, vision and research agenda. Based on the guidance of the Working Group, the ATSUN staff will conduct new research in areas related to transit automation and shared services and will develop "best practices" and tools to assist the transit industry.

For additional information contact Dennis Hinebaugh, ATSUN Administrator, [Hinebaugh@cutr.usf.edu](mailto:Hinebaugh@cutr.usf.edu) or Gabe Matthews, FDOT Project Manager, [Gabrielle.Matthews@dot.state.fl.us](mailto:Gabrielle.Matthews@dot.state.fl.us).

### Save the Date

June 3–5, 2019 | Tampa, Florida

2019 FPTA/FDOT/CUTR  
Professional Development  
Workshop & Transit Safety  
and Operations Summit

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## Training & Professional Development

### CUTR Transportation Webcast: Understanding Florida Transit Ridership Declines and How We Can Respond

This webinar will review findings from the exploration of Florida and national ridership declines and explore stakeholder strategies to respond.

View the Recording: <https://www.cutr.usf.edu/2018/11/cutr-webcast-understanding-florida-transit-ridership-declines-and-how-we-can-respond/>

### FTA Region IV FY 2019 Triennial Review Workshop

FTA is in the process of awarding a new contract for execution of its Triennial and State Management Reviews and anticipates the new contract award in late 2018 or early 2019. The Triennial Review workshops are intended to broaden attendees understanding of the federal rules and regulations, as well as how to comply with FTA program requirements. The Triennial Review Workshop is also designed to assist transit agencies in preparation for their Triennial Review by reviewing all statutory and program requirements; identifying procedural guides; and other supporting material. FTA will be utilizing one of our current contractors to conduct the Workshops.

An agenda for these Workshops will be forthcoming. For detailed information about what to expect during your review, please visit FTA's website at <https://www.transit.dot.gov/regulations-and-guidance/program-oversight/program-oversight>. FTA is currently finalizing the FY19 Comprehensive Review Guide for Triennial and State Management Reviews, which will be available on this website in late 2018 or early 2019. The FY18 version of the guide is still available at <https://www.transit.dot.gov/fy18-comprehensive-review-guide>.

### Central Florida Regional Transportation Authority (LYNX) Workshop Registration

Dates: January 16-17, 2019

The following link will be for the event registration: FTA Triennial Workshop Registration (limited up to 50 participants). Registration for this Workshop closes on January 9, 2019.

Registration: <https://www.evite.com/event/037AFEOK4C3GVEFHQEPI5GWLNNJGXA/rsvp>

FDOT is interested in your ideas about resources it can provide in support of your transit planning initiatives and professional development. Please contact Gabrielle Matthews with your suggestions for future training topics or guidance and technical assistance needs.