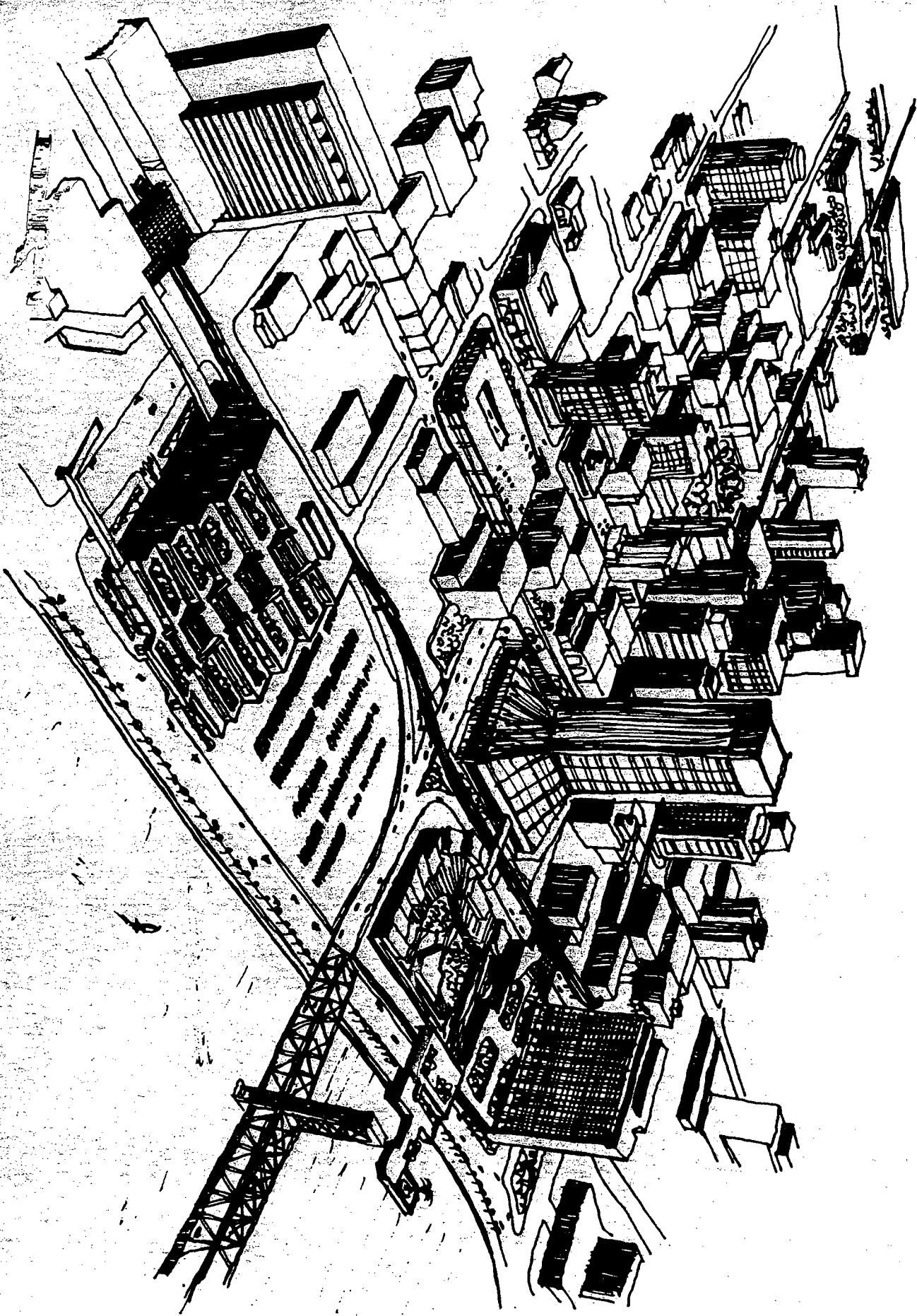


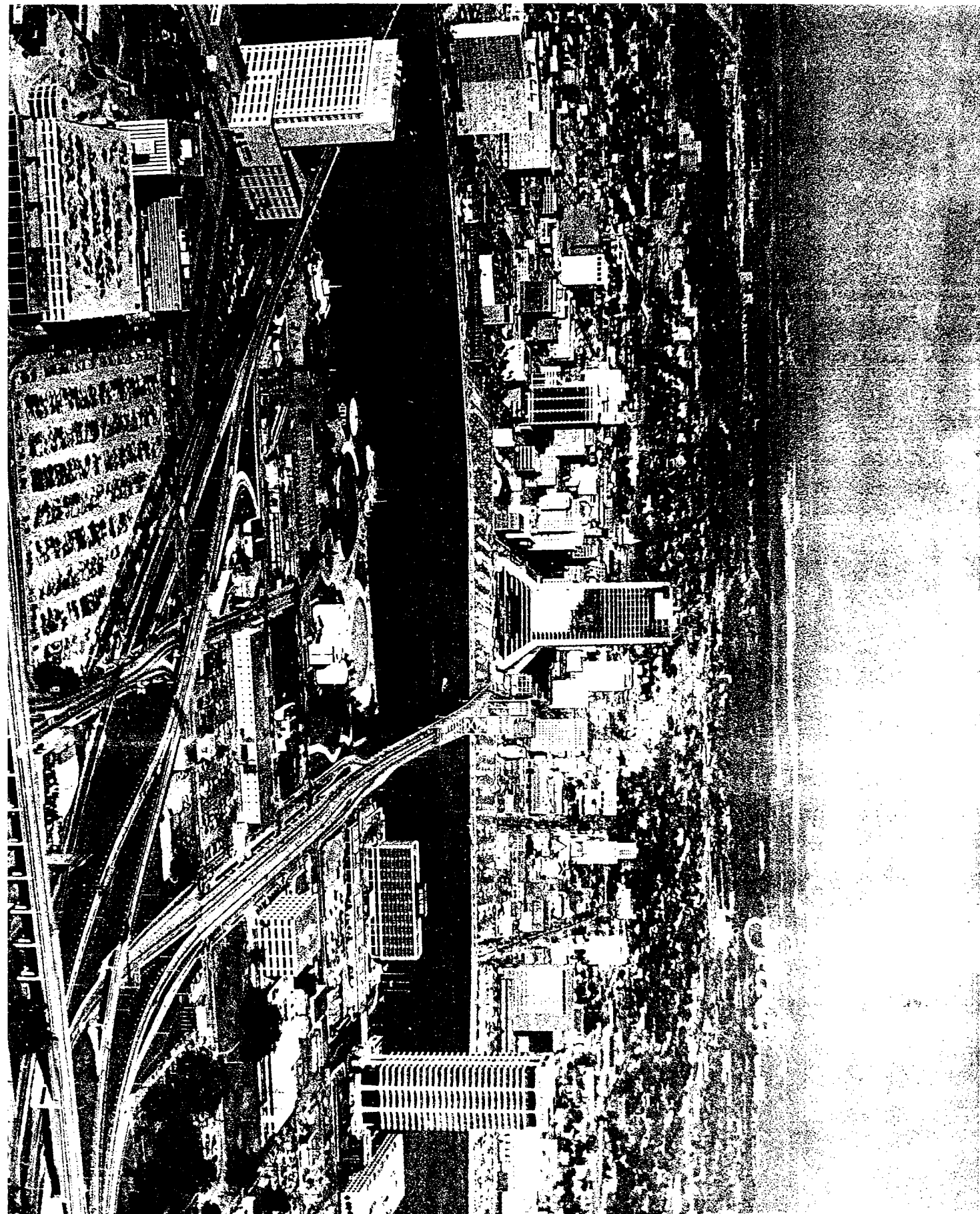
Jacksonville Downtown People-Mover

Prepared for the U.S. Department of Transportation,
Urban Mass Transportation Administration.

by the Mayor's People-Mover Task Force
in cooperation with:

- Mayor and City Council
- Jacksonville Area Planning Board
- Jacksonville Transportation Authority
- Jacksonville Downtown Development Authority
- Jacksonville Area Chamber of Commerce
- Jacksonville, Florida
- June 30, 1976





city of jacksonville, florida

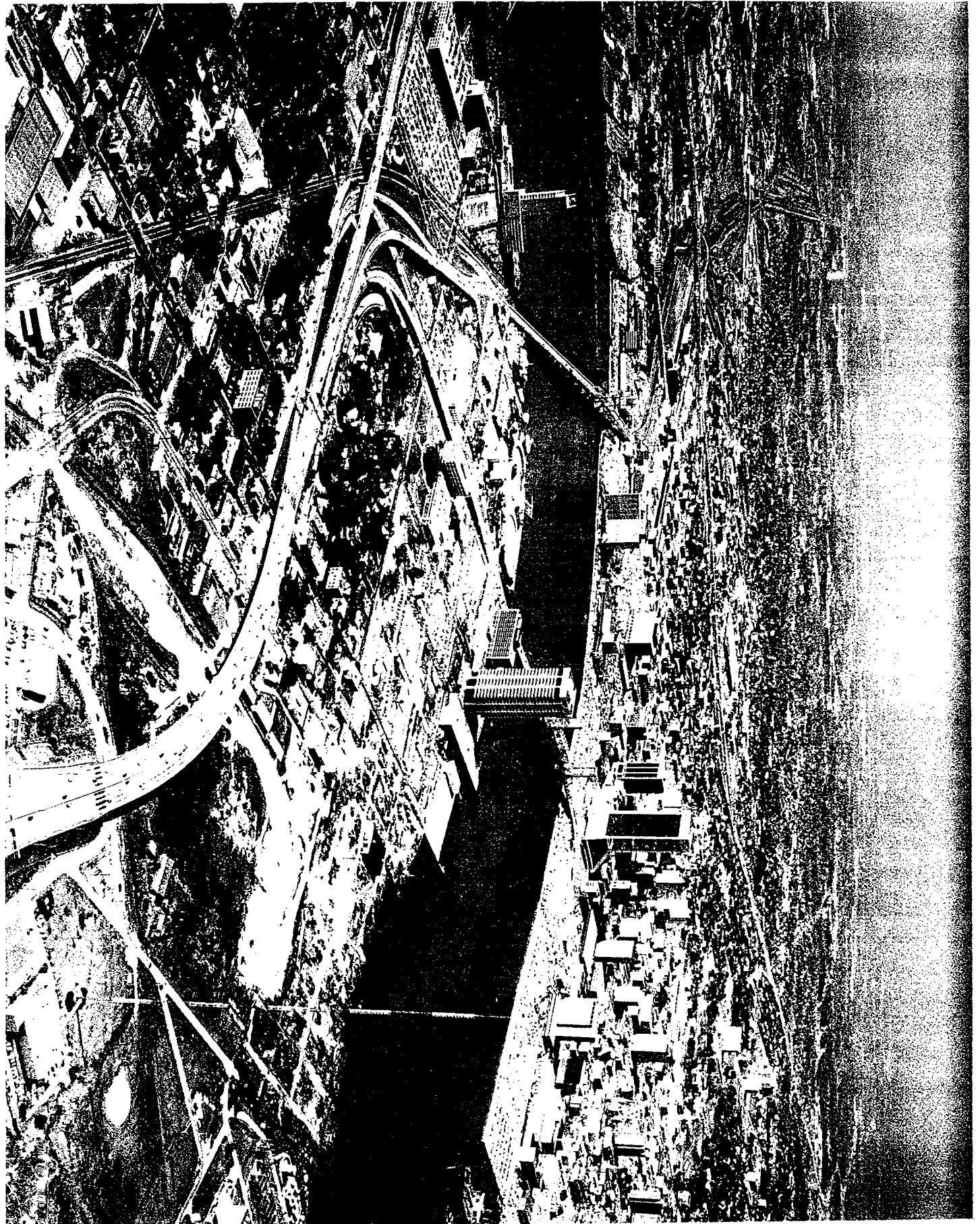


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Contents

Summary Proposal

Downtown Jacksonville

Jacksonville's Mass Transportation Program

Previous Transportation Planning

Recommended Stage I

People - Mover System

Financial Options

Appendix

FIGURES

- 1 JACKSONVILLE DOWNTOWN AREA
- 2 POPULATION AND EMPLOYMENT ESTIMATES FOR JUTS AND DOWNTOWN AREA: 1968 - 2000
- 3 PERSON TRIPS TO JACKSONVILLE CBD BY PURPOSE AND MODE: 1968, 1975 and 1990
- 4 JTA RIDERSHIP (1973 - 1976)
- 5 JTA SHUTTLE-BUS RIDERSHIP
- 6 STAGE I PEOPLE-MOVER SYSTEM
- 7 PEOPLE-MOVER SYSTEM LONG-RANGE PLAN
- 8 SERVICE AREA POPULATION AND EMPLOYMENT: 1975 - 2000
- 9 PERIPHERAL PARKING LOTS SERVED BY PEOPLE-MOVER AND SHUTTLE-BUS SYSTEM: 1981
- 10 DOWNTOWN FLORIDA JUNIOR COLLEGE
- 11 HOSPITAL-MEDICAL CENTER
- 12 JTA BUS ROUTES: 1975
- 13 JACKSONVILLE TRANSPORTATION AUTHORITY PROJECTED OPERATING PERFORMANCE
- 14 JTA BUS AND PEOPLE-MOVER SYSTEM INTERFACE: 1981
- 15 BUS TRAVEL TIME SAVING WITH PEOPLE-MOVER SYSTEM
- 16 STAGE I PEOPLE-MOVER SYSTEM IMPACT ON JTA MASS TRANSPORTATION SYSTEM
- 17 STAGE I PEOPLE-MOVER IMPACT ON BUS OPERATING COSTS vs. REVENUE
- 18 PEAK HOUR TRAVEL TIME SAVINGS FOR BUS PATRONS TRANSFERRING TO ANOTHER ROUTE WITH STAGE I PEOPLE-MOVER SYSTEM
- 19 PEAK HOUR TRAVEL TIME SAVINGS FOR BUS PATRONS TRAVELING TO DOWNTOWN AREA
- 20 1981 AND 1990 PATRONAGE ESTIMATES FOR STAGE I DOWNTOWN PEOPLE-MOVER SYSTEM
- 21 STAGE I PEOPLE-MOVER SYSTEM REVENUE PASSENGERS
- 22 ESTIMATED HOURLY PATRONAGE STAGE I DOWNTOWN AREA PEOPLE-MOVER SYSTEM: 1981
- 23 STAGE I DOWNTOWN PEOPLE-MOVER SYSTEM HEADWAY AND CAPACITY
- 24 SHUTTLE-BUS SERVICE
- 25 DOWNTOWN AREA PEOPLE-MOVER SYSTEM CAPITAL COST ESTIMATE
- 26 PRELIMINARY ESTIMATES DOWNTOWN PEOPLE-MOVER SYSTEM OPERATING COST (1976 - 1981 DOLLARS)
- 27 DOWNTOWN PEOPLE-MOVER REVENUES vs. OPERATING AND MAINTENANCE COST
- 28 STAGE I PEOPLE-MOVER SYSTEM IMPLEMENTATION SCHEDULE
- 29 STAGE I PEOPLE-MOVER CAPITAL COST ANALYSIS
- 30 QUANTIFIABLE BENEFITS ACCRUING FROM STAGE I PEOPLE-MOVER SYSTEM

Summary Proposal

INTRODUCTION

Jacksonville's 155-year history is manifest in its physical form -- a city centered around a great river, the St. John's. It and its people have emerged through a great fire, great struggle with elements, competition, challenges of the topography and have clung to a strong commitment to the democratic process. Jacksonville's consolidated government operates effectively in the "sunshine." Its public decisions are made through active citizen participation and its public and private investments are the results of thoroughly conceived business decisions.

Jacksonville's downtown has always been the center of its activity and downtown revitalization is a top priority today. Since the official adoption of the Downtown Revitalization Program in 1971 over \$246 million have been spent by the public and private sector in revitalization.

From the period since the 1770's when it was only a cow crossing, transportation systems, including the early sailing ships, steam boats, the electric trolley system and the more recent expressways, bridges and highways have molded and shaped this vibrant riverfront city. In addition, the mass transportation system of the 1960's and particularly since 1973 has played a vital role in strengthening the downtown area.

Today Jacksonville recognizes and has documented the need and benefits of a unique and improved transportation system, the Automated Guideway Transit (AGT) or people-mover system. With this system for moving people (proposed in 1973) this unique city can ascend to its next level of greatness as an example to other medium-sized cities.

WHY JACKSONVILLE FOR THE PEOPLE-MOVER PROJECT?

The Consolidated City of Jacksonville has been active-

ly investigating the need for and benefits of a fully automated guideway transit or people-mover system since a group of city and state officials, public and private, visited "Transpo 72." After that exhibition, a \$135,000 detailed and comprehensive feasibility study of a people-mover system within the Jacksonville Downtown Area was conducted by the Florida Department of Transportation (FDOT) and completed in 1973. This study involved:

- A. Comprehensive travel demand analysis to determine patronage and revenue estimates,
- B. Environmental and urban design analysis to assess impact upon adjacent land uses, air pollution, aesthetic views, etc.,
- C. Engineering analysis to determine system construction feasibility and capital costs, and
- D. Financial investigation to develop funding options.

The study produced four technical reports and a summary final report. The recommended Plan featured a Phase I "Immediate Action People-Mover Program with shuttle bus circulation routes and a Phase II "Automated Guideway Transit People-Mover System" involving 10,000 feet of elevated structure.

Realizing the value of a people-mover system, the Jacksonville Transportation Authority (JTA), operator of the local public mass transportation system, initiated two Downtown Area shuttle bus routes in early 1974 with the financial assistance of the Florida Department of Transportation and the City of Jacksonville. Ridership is now over 38,000 per month and climbing.

The Downtown people-mover system was an integral part of the Jacksonville Area Planning Board (JAPB)

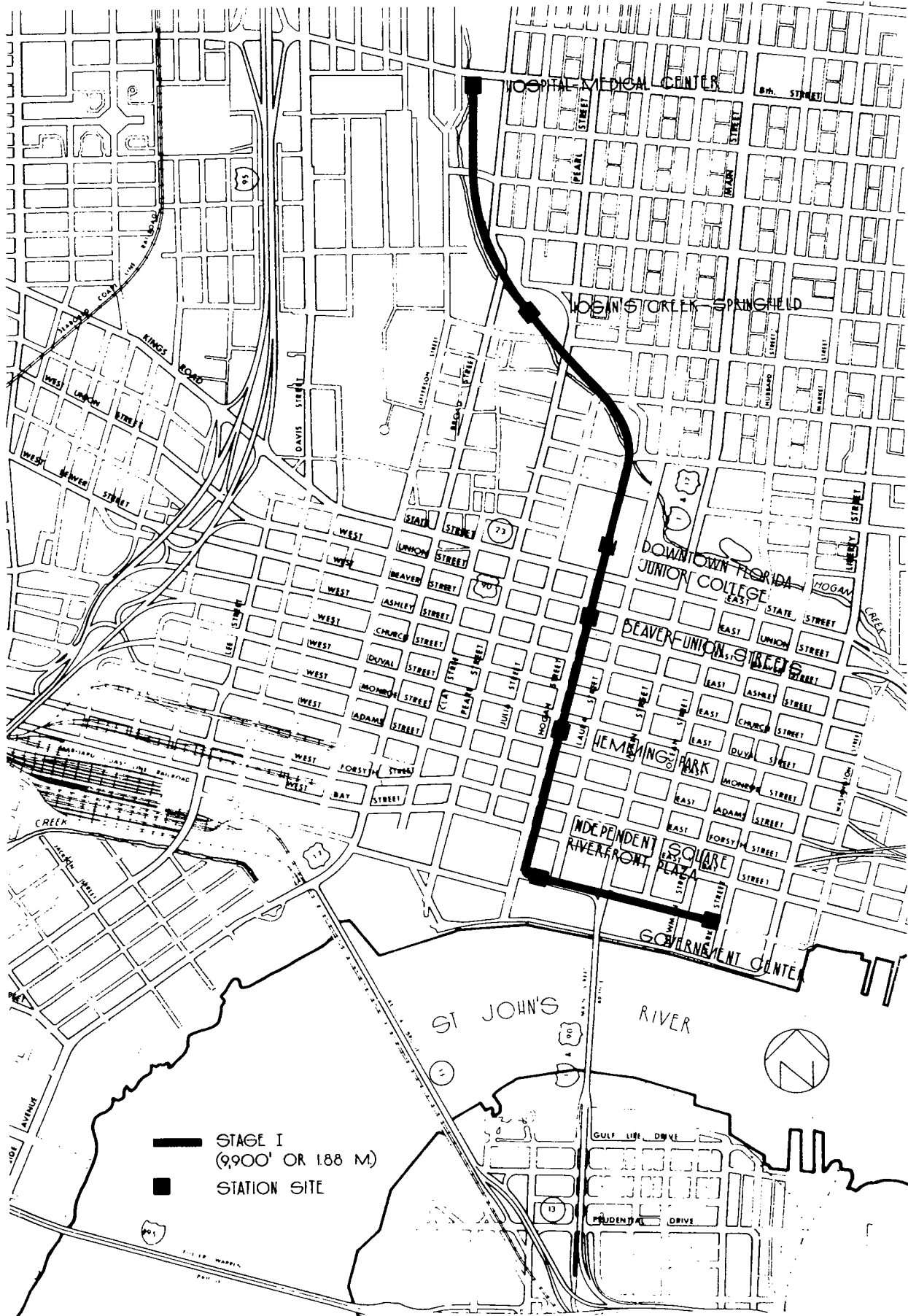


FIGURE 6 STAGE I PEOPLE MOVER SYSTEM
 JACKSONVILLE DOWNTOWN PEOPLE MOVER STUDY

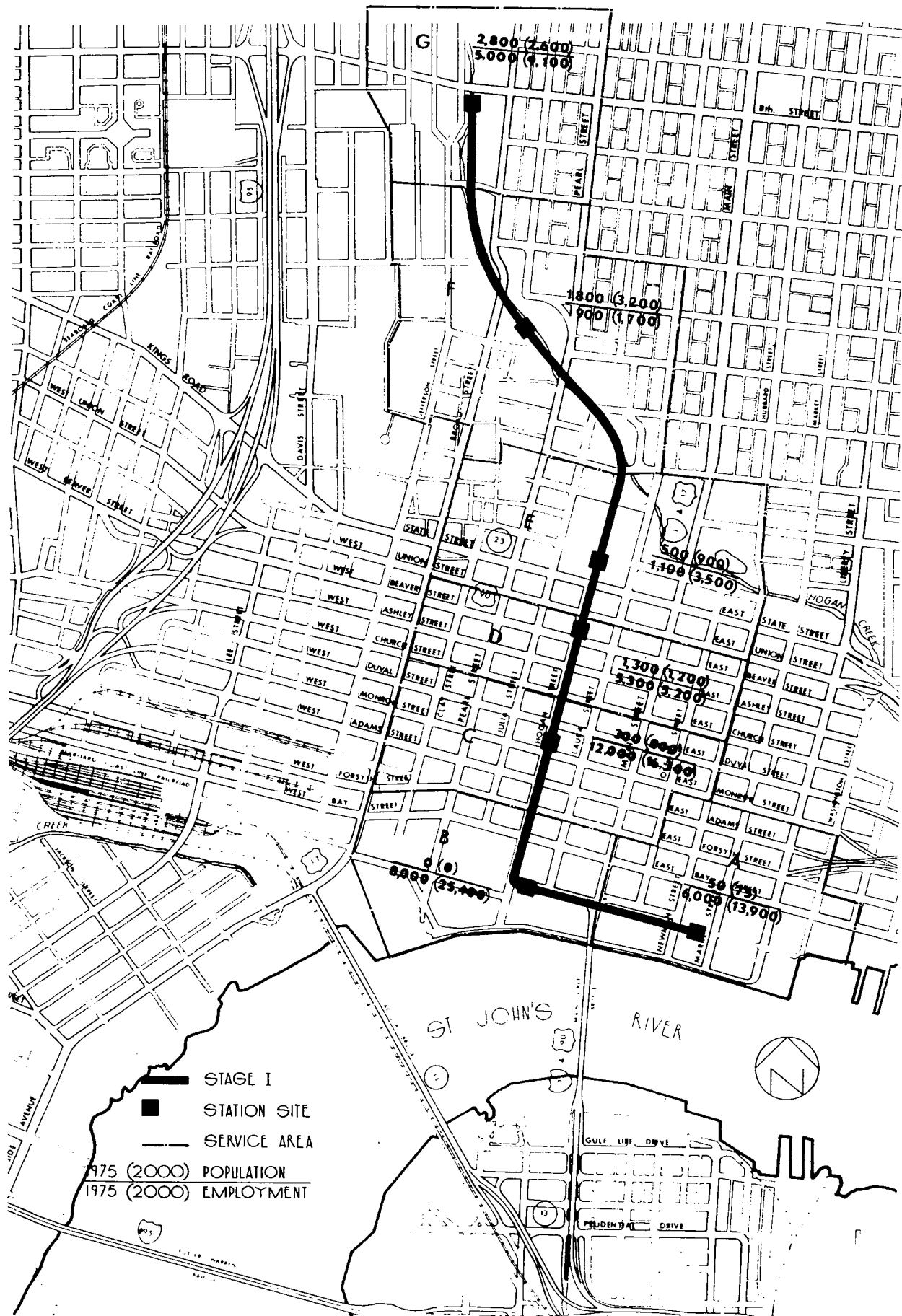


FIGURE 8 SERVICE AREA POPULATION AND EMPLOYMENT: 1975 & 2000
 JACKSONVILLE DOWNTOWN PEOPLE MOVER STUDY

\$225,000 1973-1974 Jacksonville Urban Area Mass Transportation Study which recommended a three-phase mass transportation program for the period 1974-1990. Most recently the \$105,000 Central Area Transportation Planning Program completed in 1976 again emphasized the impact of the AGT system and recommended it as the top priority project for the Downtown Revitalization Program.

This latter program was adopted originally by the City Council in 1971 and is continually revised and updated by the Downtown Development Authority (DDA) in cooperation with the JAPB, the JTA, the City Public Works Department and other State and City agencies, as well as the private sector.

Immediately following the April 5 announcement by the U.S. Department of Transportation, Urban Mass Transportation Administration (UMTA), to demonstrate the benefits of fully automated people-mover systems in urban downtown areas, the Mayor of Jacksonville established a "People-Mover Task Force" to revise and appropriately modify Jacksonville's People-Mover System Plan and submit a written proposal to UMTA by June 30, 1976.

The Mayor's Task Force is composed of a well-qualified staff representing the JTA, JAPB, DDA and FDOT, as well as the Jacksonville Chamber of Commerce and the consultant firm of Daniel, Mann, Johnson and Mendenhall, who had previously developed the 1973 Jacksonville Downtown People-Mover Plan. Following numerous Task Force work sessions and meetings and several presentations to Jacksonville citizens and local decision-makers, the Stage I and Stage II Automated Guideway Transit People-Mover System for the Downtown Area was developed. Figure 7 displays the general alignment and station sites for both stages, as well as potential future extensions.

The Consolidated City of Jacksonville advocates eventual development of both the Stage I and Stage II AGT system chiefly because:

1) Jacksonville is committed to its downtown area. Downtown development economists show that for each dollar of public capital investment between four to eight dollars are returned in the form of new ad valorem taxes. (This doesn't include cost-benefit analysis results described within this report.) Jacksonville's goals for downtown redevelopment include a major increase in the tax revenues derived from one square mile of its downtown area from \$5 million in 1971, \$8 million in 1975, and up to \$30 million in 1990. The people-mover system will accelerate the attainment of the 1990 goal by 3 to 5 years and will provide new opportunities for joint development downtown. Furthermore, the AGT system will substantially contribute toward the revitalization of the entire central area in accordance with the officially adopted Downtown Revitalization Plan. Jacksonville has determined that downtown is a number one priority and has committed itself to revitalization through the creation of its Downtown Development Authority and the Downtown Council of the Chamber of Commerce.

2) It will significantly reduce the future annual operating deficit of the JTA mass transportation system while maintaining and improving the regional mass transit system,

3) It will expand and improve the peripheral parking program already underway, along with the complementary system of Downtown Area shuttle bus routes,

4) It will attract a wide variety of person trip purposes at all hours of the day. The system directly interconnects a large hospital-medical complex, a relatively high density residential area with mostly "captive" riders, a new Downtown Florida Junior College, the Central Business District (CBD) retail shopping and commercial areas, the expanding Government Center, the CBD financial center, major long-term parking facilities and several planned land developments; these diverse activities should lead to a wide range of trip makers on the AGT system throughout the day, in addition, the unique interface with

the JTA bus system will assure a comparatively high ridership on the AGT system from its initial day of operation,

5) It is consistent with the regional Jacksonville Urban Area Transportation Study (JUATS) plans and is included in the JUATS Transportation Improvement Program for 1976-1980,

6) It has the strong and united support of the Mayor and City Council of Jacksonville, JTA, JAPB, DDA, FDOT, the Jacksonville Chamber of Commerce, the Downtown Florida Junior College, the Methodist, University and St. Lukes Hospitals, private developers, citizen groups and the news media; over 30 resolutions and letters of endorsement for the system outline the mutual goal of building this important first phase people mover system by both the public and private sectors,

7) It will significantly alleviate traffic congestion, air pollution and enhance safety of pedestrians and auto drivers,

8) It will effectively contribute to better utilization of the present mass transportation system,

9) It will eventually provide an effective means of travel across a major access barrier, the St. Johns River which now separates the south downtown from the CBD, and

10) It will be a vital factor in maintaining and "recycling" the economic vitality and strengthening of the retail and commercial activities in the CBD,

11) It will complement the planned Downtown Hogan Street Pedestrian Mall and elevated Skywalk System,

12) It will contribute toward the minimization of energy consumption,

13) It will significantly contribute toward the

strengthening of the Downtown Area tax base. For example, five major new building investments exist along the proposed people-mover route. Four of these have incorporated plans permitting a people-mover station as a part of the design. These projects include the 37-story Independent Tower, the University Hospital complex and Hope Haven Childrens Hospital, the 15,000-student Downtown Florida Junior College campus, and the 1,000-employee city-state office amphitheater and parking building. The city riverfront parking and activity center and convention hotel complex will incorporate a major people-mover station as well.

Although Jacksonville strongly supports the development of both Stage I and Stage II AGT system routes in the near future, and is fully aware of the multiplicity of benefits that would be accrued by both Stages, the City proposes to build only Stage I initially.

It is realized that UMTA is anxious to construct and operate the AGT system in the shortest time period possible in order to test and analyze the merits of the system for application in other cities. Jacksonville's Stage I AGT system can be constructed and opened for regular passenger service with relative ease and within a comparatively short time frame due to: a) the rapid decision-making process in Jacksonville (Consolidated Government); b) all of the AGT route rights-of-way are publicly owned; c) direct access to the Downtown Port facilities can allow rapid placement of pre-cast guideway structures; and d) the area has very favorable weather conditions allowing for year-round construction.

While the need for and benefits of Stage II are also evident, it will require the construction of a St. Johns River crossing which has yet to be investigated in sufficient depth in terms of environmental and engineering concerns. It would also require a significant amount of additional funding capital from UMTA, FDOT and City sources. Therefore,

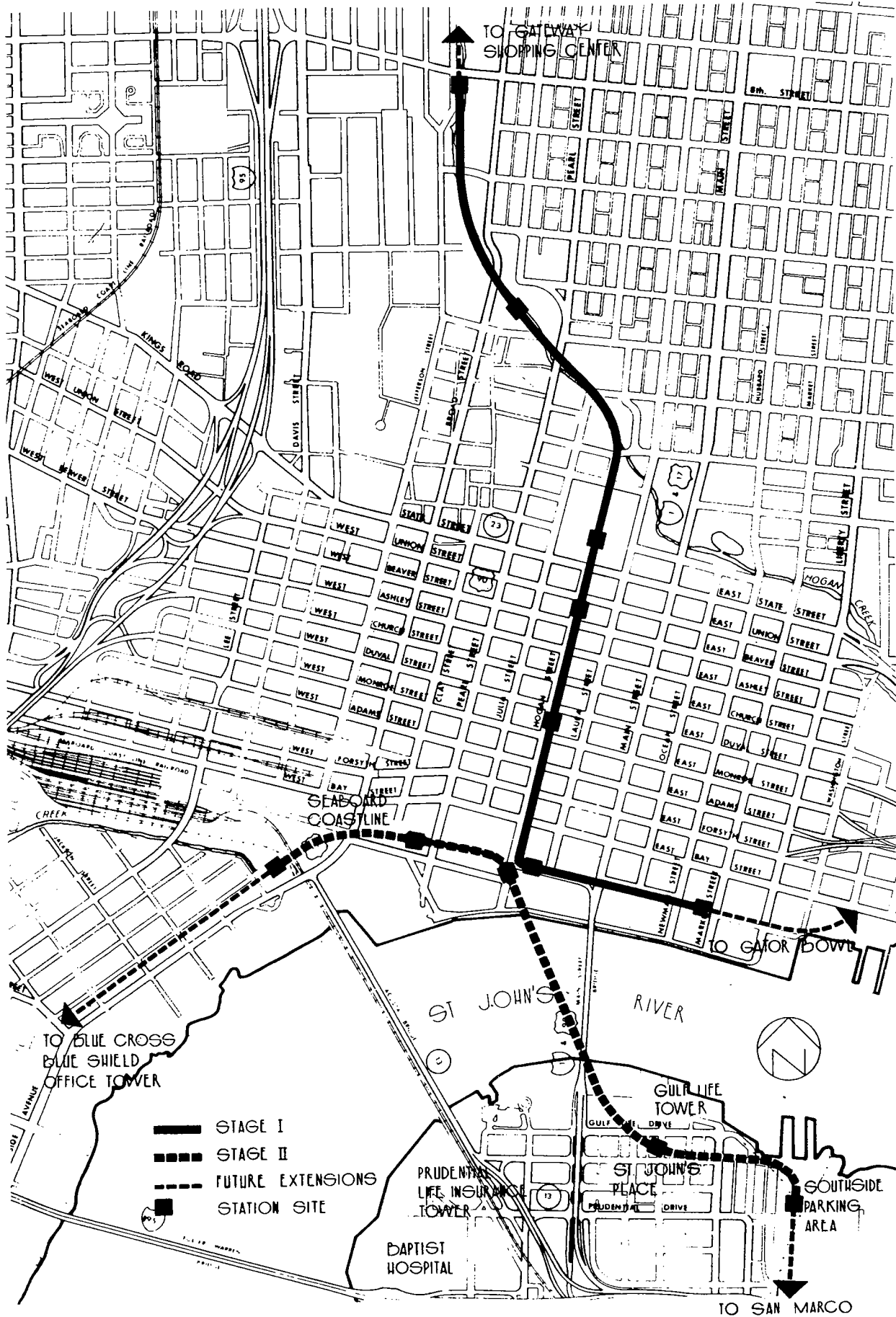


FIGURE 7 LONG RANGE PLAN
 JACKSONVILLE DOWNTOWN PEOPLE MOVER STUDY

While the construction of Stage I is comparatively simple, the Stage II system will require more time, money and investigation and would be undertaken only after the success of Stage I.

In addition to the previously stated reasons for developing the AGT system, which all have national significance, the following points stress Jacksonville's merit as one of the selected Downtown Area Demonstration Projects:

1) The City will choose, through a competitive procurement process, one of the existing people-mover technologies with minimum modifications to adapt it for deployment in the Downtown area, thus reducing any time delay between the UMTA grant award and an operational AGT system.

2) Upon completion of the installation, testing and initial public operation of the people-mover system, the JTA will continue to operate and maintain the system. Since the JTA took over public operation of the bus system in December 1972, it has had an impressively successful mass transportation program.

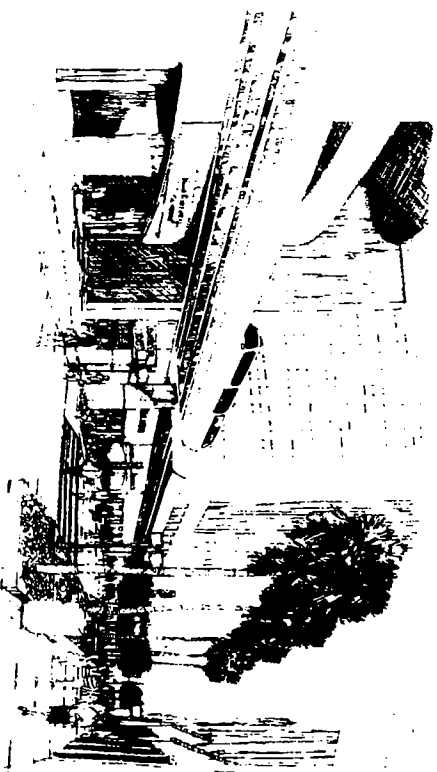
3) Jacksonville has a growing demand for mass transportation services. A large number of Jacksonville citizens are included in the "captive" group which requires public transportation services for their mobility. There is also a continuing trend of increased "non-captive" transit patronage. During the past three and a half years, the JTA has been developing a more aggressive and effective mass transit system through City, State and Federal assistance. The result has been a 40 per cent increase in transit patronage from December 1972 to April 1976.

4) Jacksonville has strong local and state technical expertise to efficiently plan, construct and operate the AGT system.

5) City Council has committed itself to provide its share of the People-Mover system capital costs, and through private and Florida Department of Transportation funding sources, Jacksonville will have the financial capability to finance the local share of capital costs and operational costs. The City of Jacksonville and its legislative delegation, business and governmental leadership have taken a major step in creating new tax incentive legislation opening the way for stronger public and private joint venturing in the redevelopment. Tax incentive legislation passed both Legislative bodies on May 25, 1976.

6) The Jacksonville Transportation Authority, with City and State assistance, would fund any deficits that may result from continuing operations and maintenance of the AGT system.

7) The AGT System has had a significant amount of investigation as far as impact upon the downtown businesses, residential and other activities along the People-Mover route. This investigation has included a significant program of public education and encouragement from Jacksonville citizens.



TYPICAL DOUBLE GUIDEWAY CONFIGURATION
ON HOGAN STREET NEAR FORSYTHE

RECOMMENDED STAGE I PEOPLE-MOVER SYSTEM ROUTE

The Mayor's People-Mover Task Force held numerous work sessions during April and May of 1976 to revise and update the 1973 Automated Guideway Transit People-Mover System Plan. On May 18 the Task Force adopted a plan recommendation. Figure 6 displays the recommended Stage I AGT System route alignment and station sites. The two-way automated guideway route traverses 9,900 feet or 1.88 miles and has seven stations.

The route begins in the Government Center south of the Jacksonville City Hall and extends westward along Water Street to Hogan Street. The route then turns northward through the Downtown Core Area along the Hogan Street Pedestrian Mall north to the Downtown Florida Junior College. From there, it generally parallels the Hogan Creek Flood Plain all the way northwest to Eighth Street within the University-Methodist-St. Lukes Hospitals and Medical Center.

The Stage I People-Mover System has been endorsed by the Mayor and City Council of Jacksonville, the Florida Department of Transportation, the Jacksonville Transportation Authority, the Jacksonville Area Planning Board, the Downtown Development Authority, the Jacksonville Urban Area Transportation Study, Technical Coordinating and Policy Committees, the Jacksonville Chamber of Commerce, the City Housing and Urban Development agency, the Downtown Florida Junior College, the St. Lukes, Methodist and University Hospitals, the Citizen's Advisory Committee of Subarea 6 (Downtown Area), and other public and private groups and organizations (See Appendix for letters and resolutions of endorsement):

STATIONS AND AREA ACTIVITIES

Government Center Station - The Stage I eastern-most station is located between Newnan and Market

Streets, and the City Hall and adjacent city parking lot. At present, there are about 6,000 workers within a five-minute walk from the station (See Figure 8). By the year 2000, about 14,000 are expected.

In addition to workers in the Police Administration Building, the City Hall, Courthouse, State Office Building and their future annexes and extensions, these governmental facilities attract a large number of non-work person trips throughout the entire day. As a result, this people-mover station is expected to handle a large volume of people each weekday.

Independent Square-Riverfront Plaza Station - This station will be located in the center of the major financial office complexes in the Core Area. At present there are 8,000 people working within a five-minute access to the station. By the year 2000, the number is expected to triple totaling 25,400. In addition to the 37-story Independent Square Office Tower, the 18-story Atlantic Bank Tower, the 17-story Seaboard Coast Line Building, and the 16-story American Heritage Life Building, the station directly serves the Jacksonville Civic Auditorium and a 350,000 square foot Sears Roebuck Store.

Future planned developments include the massive Seaboard Coast Line Office-Hotel-Retail complex and the Riverfront Plaza, featuring a hotel, parking structure and recreational-cultural activity shops.

Hemming Park Station - This station is centered within the retail shopping area of the Core Area. It would be highly integrated with the planned pedestrian mall down Hogan Street. The major stores include May Cohens, Iveys, J. C. Penney, Rosenblums, Purcell's and Woolworths.

About 12,000 people now work within a five-minute

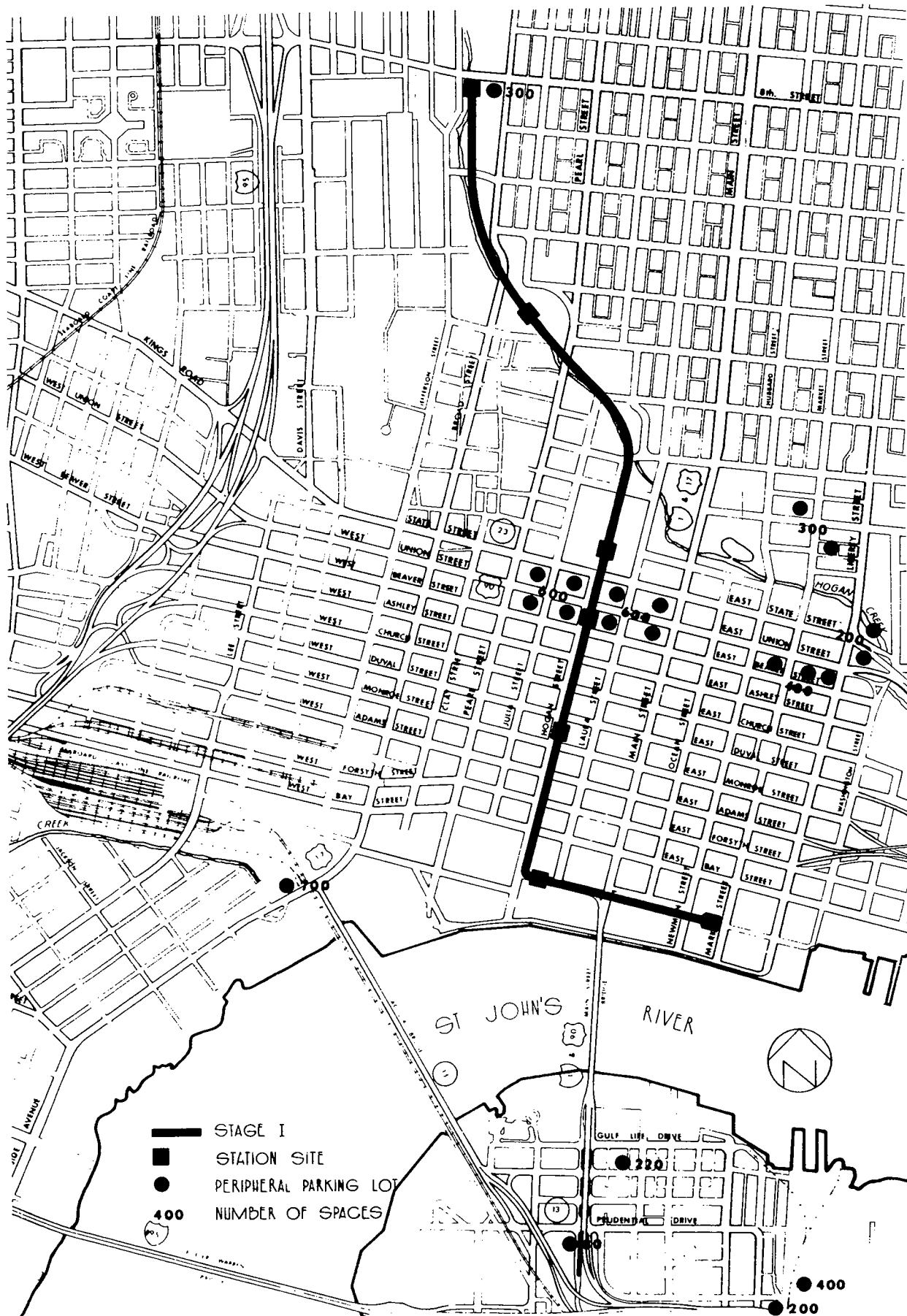


FIGURE 9 PERIPHERAL PARKING LOTS SERVED BY PEOPLE MOVER AND SHUTTLE BUS SYSTEM: 1981
 JACKSONVILLE DOWNTOWN PEOPLE MOVER STUDY

walk of the station. By the year 2000, it is expected that over 16,000 workers could be served by this station.

The Universal Marion Building, the Florida First National Bank Building, the Barnett Bank Buildings and the Southern Bell Telephone Building are the major office complexes. In addition, the U. S. Post Office and Robert Meyer Hotel are within a block of the station. All of the bus routes coming from the east would serve this station.

Northside Downtown Station - This station located on Hogan Street between Beaver and Union Streets would be constructed in conjunction with the peripheral parking program. Initially, between 1,000 and 1,500 surface spaces would be available. Eventually, multi-level parking structures would be constructed with direct pedestrian access provided to the station.

Approximately 5,300 workers are within a five-minute walk from the station today. Future employment in the service area is expected to remain constant.

Downtown Florida Junior College Station - The Junior College station will be located above the present right-of-way of Hogan Street between Orange and State Streets. It will be constructed between the Administration Academic Building now under construction and its future extension to the east. This building complex will contain career education learning resources, student services and auxiliary services. Access to the station will be direct from inside the building.

The Downtown Florida Junior College Master Plan completed in February, 1974, incorporated the elevated People-Mover Guideway and station site. It is expected that this station will handle a high volume of pedestrian traffic throughout the day.

The Downtown Campus enrollment (headcount) in 1976

is about 11,000. That figure is anticipated to grow to 14,604 and 16,300 students by 1981 and 1984.

Hogan Creek-Springfield Station - This station will serve one of the most densely populated residential areas in Jacksonville.

Approximately 2,000 Springfield residents live within a five-minute walk of the station site today. It is important to emphasize that the majority of these citizens are "captive" transit users or "transit dependent" (low income, elderly, young), and thus would utilize the People-Mover System to a large extent. This will be especially true because of the faster service to and from the downtown retail centers and the more convenient transfers to other bus routes serving other areas of Jacksonville.

Adjacent to the Hogan Creek-Springfield Station is the City Housing and Urban Development office. This agency has been working diligently on a rehabilitation and redevelopment program (Hogan Creek) for several years. Hundreds of old, rundown housing units have been removed and will be replaced in the coming years along with a small retail shopping center. Thus, the people-mover system will be serving even more residents in the 1980's. By the year 2000, there will be nearly 3,200 persons living in proximity to the station.

Hospital-Medical Center Station - This station would be the northernmost extension of the Stage I People-Mover Route. It is located within the rapidly growing Hospital-Medical Center of Jacksonville, equally accessible to the Methodist Hospital, the University Hospital and the St. Luke's Hospital and their respective medical facilities, as well as the Jacksonville Health Center Office. Numerous other medical or related activities are also located within the Center.

Today nearly 5,000 persons work within easy access

to the station. It is anticipated that there will be at least 9,000 workers in the area by the year 2000. This medical center is one of the most heavily utilized activity centers in Jacksonville today with numerous transit dependent residents requiring access several times a month.

SHUTTLE-BUS AND PEOPLE-MOVER INTERFACE

To supplement the People-Mover System service, shuttle-bus service similar to the existing Jacksonville Transportation Authority "Spirit Special" routes will be established. These routes would extend from peripheral parking areas into the CBD, and should also circulate within the entire Downtown Areas to cover those areas not directly served by the People-Mover or regular bus service. These minibuses routes may be prototypes for eventual fixed-guideways if the Riverside and Southside areas develop sufficient trip demands.

Figure 24 displays the five proposed shuttle-bus routes serving the Downtown Area and their interface with the AGT system. The Springfield area shuttle service would serve the residential neighborhoods to the east and west of the Hogan Creek Flood Plain including the Hogan Creek urban renewal, and interface with the two northernmost People-Mover stations. Shuttle-buses would provide 10-minute service each weekday.

The Confederate Park-Government Center Shuttle would serve the planned 208-unit high-rise residential tower for senior citizens, Confederate Park, several peripheral parking lots in the vicinity of State and Union Streets, the Cathedral Towers senior citizen neighborhood and the Government Center. Five-minute service would be provided during peak travel periods and ten-minute service other times. These shuttle-buses would

also provide direct access to the People-Mover station.

Three other shuttle-bus routes will be the South-West-Riverside, the Southside-northside and the East-West Downtown services, each providing five-minute and ten-minute service during peak and off-peak hours for 15¢ a ride.

PERIPHERAL PARKING PROGRAM

One of the key elements of the total transportation system for the Revitalization Program for Downtown Jacksonville is the peripheral parking program. Parking lots located at the fringes of the downtown CBD would be provided for workers to park all day. Each lot would be served by the Stage I People-Mover System or the JTA shuttle-bus routes.

Figure 9 shows the 1981 peripheral parking program in conjunction with the people-mover and shuttle-bus systems. About 4,000 parking spaces would be available at about 25 lots.

STAGE I PEOPLE-MOVER SYSTEM CAPITAL COST

Figure 25 shows the estimated capital outlay for the Stage I People-Mover System at \$33,515,800 (in 1976 dollars). This excludes peripheral parking facilities, rights-of-way, and pedestrian skywalk station access facilities which total an estimated \$7,500,000. This latter amount would be financed through City, State and private sources.

The City of Jacksonville is requesting that the U. S. Department of Transportation, Urban Mass Transportation Administration finance 80% of the \$33,515,800 figure or \$26,812,640. This amount

DOWNTOWN AREA PEOPLE-MOVER
SYSTEM CAPITAL COST ESTIMATE (1976 DOLLARS)

STAGE I (North Side) -- Hospital/Medical Center to City Hall (9900 ft.)

<u>CONSTRUCTION COST</u>		
Guideway		\$ 9,900,000
Utilities & Traffic		2,475,000
Power Distribution		1,485,000
Communication & Controls		2,735,000
Aerial Stations		5,600,000
Yards & Shops		<u>600,000</u>
	Sub Total Construction	22,795,000
<u>ENGINEERING & ARCHITECTURE</u>		
		1,367,700
<u>CONTINGENCY</u>		
		2,279,500
<u>ADMINISTRATION & LEGAL</u>		
		1,139,750
<u>SYSTEM TESTING</u>		
		683,850
<u>VEHICLES</u>		
		5,000,000
<u>START-UP/TRAINING/MANNING</u>		
		<u>250,000</u>
	Sub Total	10,720,800
	Total Construction	<u>33,515,800</u>
<u>PARKING FACILITIES(Union at Beaver St., 8th at Jefferson)</u>		
		2,000,000
<u>RIGHT-OF-WAY (Parking at Union & Beaver)</u>		
	(Portions of Guideway)	1,500,000
	(Air rights)	1,000,000
		2,000,000
<u>PEDESTRIAN SKYWALK STATION ACCESS</u>		
		<u>1,000,000</u>
	Sub Total	<u>7,500,000</u>
<u>TOTAL SYSTEM CAPITAL COST</u>		
		<u>\$ 41,015,800</u>

is actually only a little over 65% of the total capital cost estimate of \$41,015,800.

ANNUAL OPERATING AND MAINTENANCE COSTS

Figure 27 illustrates the estimated annual operating and maintenance cost and revenue for the Stage I People-Mover System for 1981-1990. The estimated annual operating expense in 1981 would be \$1,313,396 and the 1981 annual revenue would be \$1,764,000. The estimated net operating income would be \$450,604 to the credit. These estimates are based on the 1981 patronage estimates and a base fare of 15¢.

For the ten-year period, the total operating cost and passenger revenue are estimated to be \$19,026,588 and \$29,664,400, respectively. Thus, the Stage I People-Mover System is estimated to net a profit of \$10,639,000 over its initial ten years of operation. This surplus would be used to improve and maintain the regional mass transportation system. If, however, there is any deficit in any year, the Jacksonville Transportation Authority through City financial support will provide the necessary funds to maintain and operate the system.

PEOPLE-MOVER SYSTEM PATRONAGE

The total estimated number of average weekday riders on the Stage I people-mover system in 1981 is 49,000 (See Figures 20 and 21), based upon a fare of \$0.15. Estimated annual ridership for 1981 is 14,700,000 passengers. There is expected to be a wide variety of trip makers, including students, senior citizens, young, tourists, workers, shoppers, and others. About 12,500 persons, or 44% of the ridership, would be transferring bus riders. Today, about 35,000 person trips are made

FIGURE 27
DOWNTOWN PEOPLE-MOVER

REVENUES/VERSUS OPERATING & MAINTENANCE COST			
<u>Year</u>	<u>Operating Cost</u>	<u>Revenues</u>	<u>Net Income</u>
1981(1)	1,313,396	1,764,000	450,604
1982(1)	1,418,467	1,876,680	458,213
1983(1)	1,531,945	1,981,320	449,375
1984(1)	1,654,500	2,077,920	423,420
1985(1)	1,786,860	2,166,480	379,620
1986(2)	1,929,809	3,745,000	1,815,191
1987(2)	2,084,194	3,865,800	1,781,606
1988(2)	2,250,929	3,973,200	1,722,271
1989(2)	2,431,004	4,067,200	1,636,196
1990(2)	<u>2,625,484</u>	<u>4,147,800</u>	<u>1,522,316</u>
TOTALS	19,026,588	29,665,400	10,638,812
(1)	.15¢ Fare	(2)	.25¢ Fare

to, from and through the downtown area via the JTA bus system. By 1981, this volume of transit riders is expected to grow to at least 55,000. About 3,900, or 8% of the AGT system ridership, in 1981, is estimated to be persons diverted from buses to

FIGURE 21

STAGE I PEOPLE-MOVER SYSTEM
REVENUE PASSENGERS

<u>Year</u>	<u>Annual Patronage</u>	<u>% No Fare Or Passes</u>	<u>Annual Revenue Passengers</u>
1981	14,700,000	20%	11,760,000
1982	16,040,000	22%	12,511,200
1983	17,380,000	24%	13,208,800
1984	18,720,000	26%	13,852,800
1985	20,060,000	28%	14,443,200
1986	21,400,000	30%	14,980,000
1987	22,740,000	32%	15,463,200
1988	24,080,000	34%	15,892,800
1989	25,420,000	36%	16,268,800
1990	26,760,000	38%	16,591,200

the people-mover due to deletion of some bus route coverage, as well as faster people-mover service.

The next greatest demand on the people-mover will be diverted walk trips, mostly within the CBD. An estimated 120,000 two-way CBD walk trips will be made on an average weekday in 1981 and about 8%,

or 9,500, of these are estimated to be diverted to the people-mover system.

Annual ridership is anticipated to rise steadily until the average weekday patronage reaches about 89,200 persons in 1990, or an 82% gain over 1981. The annual ridership in 1990 would be approaching 27,000,000 passengers.

Figure 22 indicates the estimated hourly demand on the people-mover system in 1981 by type of trip-maker. Nearly 15% of the average weekday people-mover system ridership or 7,250 passenger trips are anticipated to occur during the 12:00 noon to 1:00 P.M. peak hour. While the majority of trip-makers will be shoppers and downtown area employees going shopping and to lunch, a variety of other trips would be made to the Hospital-Medical Center, Junior College and peripheral parking lots.

As shown on Figure 22, the people-mover will serve a significant number of peak hour (7:00 a.m. to 8:00 p.m., 4:00 p.m. to 5:00 p.m. and 12:00 to 1:00 p.m.) person trip travel. However, the system would also be handling around 3,000 or more person trips per hour for about 11 hours each week-day. The principal reason is that the people-mover interconnects a wide variety of activities, many of which generate and attract all-day long person trips. The Jacksonville people-mover would not be idle during regular off-peak hours.

SYSTEM OPERATIONS

The JTA will retain an AGT system supplier as a Management Consultant for one to two years to administer and operate the system. During this period, JTA technicians and other staff will be trained so that JTA will resume sole management and operation of the system.

FIGURE 20
 1981 and 1990 PATRONAGE ESTIMATES
 FOR STAGE I
 DOWNTOWN PEOPLE-MOVER SYSTEM

Type of Person Trip Directed to People-Mover	Average Weekday Trips on People-Mover	
	<u>1981</u>	<u>1990</u>
A. Walk	9,500	14,900
B. Peripheral Parking Lots (Work)	3,800	7,500
C. Peripheral Parking Lots (Non-Work)	2,600	8,600
D. Transfer from Bus (Work)	10,000	17,800
E. Transfer from Bus (Non-Work)	11,500	23,000
F. Diversions from Bus System	3,900	5,500
G. Private Vehicle	4,700	7,700
H. Other	<u>3,000</u>	<u>4,200</u>
TOTAL	49,000	89,200

FIGURE 22
ESTIMATED HOURLY PATRONAGE
STAGE I DOWNTOWN AREA
PEOPLE-MOVER SYSTEM: 1981

Weekday Time	A	B	C	D	E	F	G	Total
6 - 7 a.m.	50	50	-	400	200	125	200	1,025
7 8	75	950	100	1,400	600	400	550	4,075
8 9	100	400	300	1,000	800	300	375	3,275
9 10	400	200	250	700	1,000	300	450	3,300
10 11	575	50	300	600	1,100	300	650	3,575
11 12	875	50	310	500	1,300	300	800	4,135
12 1 p.m.	3,500	350	400	400	1,300	300	800	7,250
1 2	1,850	200	350	400	900	250	800	4,750
2 3	700	150	200	500	700	200	650	3,100
3 4	400	100	125	700	800	250	475	2,850
4 5	300	700	100	1,600	600	400	550	4,250
5 6	250	400	75	900	550	275	400	2,850
6 7	150	150	50	350	600	200	275	1,775
7 8	125	50	20	300	450	150	250	1,345
8 9	100	-	20	150	350	100	175	895
9 10	50	-	-	100	250	50	100	550
Total	9,500	3,800	2,600	10,000	11,500	3,900	7,700	49,000

A - Walk Trip
B - Peripheral Parker (work)
C - Peripheral Parker (non-work)
D - Transfer from Bus (work)

E - Transfer from Bus (non-work)
F - Diversions from Bus System
G - Private Vehicle Diversions and Other

Operations for the recommended Stage I System include two-way, automated guideway, people-mover service at 3 minute headways from 7 to 9 am; 11:30 am to 1:30 pm and the 4 to 6 pm peak travel periods; 5.2 minute headways during day-time off-peak hours; and 7.8 minute headways during the 6 to 7 am morning period and 6 to 10 pm evening period (See Figure 23).

Since the longest trip on the people-mover -- from the Hospital-Medical Center to the Government Center -- requires only 7.8 minutes travel time including all station stops, off-line stations are not required; each train will stop at all intermediate stations. Station dwell times would vary between 10 or 15 seconds off-peak hours up to 20 to 25 seconds during peak hours. The trains will be fully automatically controlled; some form of communication or even television monitoring would be provided between the vehicles and the central control console. Automatic fare collections should also be incorporated, although it is recommended that each station have an attendant.

IMPLEMENTATION OF AUTOMATED GUIDEWAY TRANSIT SYSTEM

During 1977 and the early part of 1978, detailed engineering and planning of the Stage I People-Mover System will be undertaken. The estimated time required for this planning, acquisition of funding, selection of a People-Mover System manufacturer and hardware, construction of the People-Mover System and actual opening for passenger operation is shown in Figure 28. Probable minimal time is about four years.

Since all of the Stage I route alignment and stations are within existing public rights-of-way, time required for land acquisition will be held to a minimum. Furthermore, the use of the St. Johns River and Jacksonville Port facilities in the down-

town area should facilitate the construction of the pre-cast guideway. Thus, the total length of time for construction should be comparatively short.

Initial revenue passenger service is anticipated in 1980, with 1981 being the first full year of operation.

BENEFITS ACCRUED FROM AGT SYSTEM

The decision to develop and implement an automated guideway transit system serving the downtown area will directly or indirectly affect the daily lifestyle of most Jacksonville citizens. What type and annual value of benefits could the average citizen expect to receive from this capital investment? Does the proposed Stage I AGT system have the capability to generate a positive economic return on the total capital investment required? How well does the total cumulative benefits compare to the total capital costs of the system?

Answers to these questions, as well as others, are critical. At present, a detailed analysis of the potential induced regional and community benefits of the AGT system has not been completed. However, benefit-cost evaluation will be part of the preliminary engineering and design program, as well as the socio-economic studies during the initial years of system operation.

Because of the value of a benefit-cost analysis, a preliminary analysis was undertaken by the Mayor's People-Mover Task Force. Figure 30 illustrates a portion of the quantifiable benefits accruing from the Stage I people-mover system. Only 5 parameters were used to estimate the cumulative benefits over the 1981-2000 period. Hence, the \$6.81 of benefits for each \$1.00 of capital investment is conservative. Other benefits could rea-

FIGURE 23
 STAGE I
 DOWNTOWN PEOPLE-MOVER
 SYSTEM HEADWAYS & CAPACITY

STAGE I (North Side) - Hospital/Medical Center to City Hall (9900 ft)

PERIODS OF OPERATION -- 6AM to 10PM

<u>Time Period</u>	<u>Headways</u>	<u># of Trains(Period)</u>	<u># of Vehicles(Period)</u>	<u>Capacity(hr)*</u>	<u>Capacity(period)</u>
6 am to 7 am	7.8	8	16	1600	1600
7 am to 9 am	3.1	39	78	3600	7800
9 am to 11 am	5.2	23	46	2400	4600
11 am to 2 pm	3.1	58	116	3600	11600
2 pm to 4 pm	5.2	23	46	2400	4600
4 pm to 6 pm	3.1	39	78	3600	7800
6 pm to 10 pm	7.8	<u>31</u>	<u>62</u>	1600	6200
		221	442		

* Note: Capacity stated is for one track - one direction of operation, and is based on standing to seating ratio of 1.5.

FIGURE 30
 QUANTIFIABLE BENEFITS ACCRUING FROM STAGE I PEOPLE-MOVER SYSTEM
 (only 5 parameters used)

	Benefits Accruing from People-Mover System 1981	Benefits Accruing from People-Mover System 1990	1981-2000 Cumulative Benefits Accruing from People-Mover System
1. Parking cost savings for persons who use peripheral parking lots	\$ 352,500	1,015,000	16,302,500
2. Auto operating cost savings for persons who use peripheral lots	46,750	121,500	1,998,250
3. Parking and auto operating cost savings for persons who divert to transit	1,531,000	2,862,000	49,813,000
4. Reduced bus operating subsidy	1,200,000	3,200,000	53,600,000
5. Time savings benefits for bus riders who utilize people-mover system	<u>4,609,375</u>	<u>9,010,333</u>	<u>157,723,000</u>
TOTAL QUANTIFIABLE BENEFITS	\$ <u>7,739,625</u>	<u>16,208,833</u>	<u>279,436,750</u>
Stage I capital costs (1976 dollars)		\$ 41,015,800	
Benefit/cost ratio			\$ 6.81 of benefits for each dollar of capital cost

(1) Other benefits not quantified above include time savings to auto and truck drivers within downtown CBD; reduced pedestrian and vehicular accidents; reduced cost of auto insurance; improved vitality of CBD; improved life style; improved mobility of transit-dependent residents; decreased air and noise pollution; reduced energy consumption; others.

sonably supplement this report and will be shown in later studies.

The quantifiable benefits estimated for 1981, 1990 and the 1981-2000 period were:

- 1) Long-term and short-term parking cost savings for persons using peripheral parking lots served by the AGT system,
- 2) automobile operating cost savings for
- 3) parking and auto operating cost savings for persons who divert from their auto to mass transit due to the AGT system,
- 4) reduced annual bus transportation operating subsidy due to the AGT system, and
- 5) time savings benefits for bus patrons who utilize the AGT system.

FIGURE 28

STAGE I PEOPLE-MOVER SYSTEM IMPLEMENTATION SCHEDULE

	76	77	78	79	80	81
1. Revise and Update People-Mover Plan						
2. Prepare and File UMTA Capital Grant Application						
3. Preliminary Engineering and Design						BEGIN
4. Environmental Impact Statement						
5. Secure Funding						
6. Design Vehicle and Guideway						OPERATIONS
7. Hearings						
8. Purchase Vehicles and Testing						
9. Construction						
10. Socio-Economic Studies						

Other benefits not quantified for this analysis include:

- 1) time savings benefits for auto and truck drivers within the CBD,
- 2) reduced pedestrian and vehicular accidents,
- 3) reduced cost of auto insurance,
- 4) improved vitality and "liveability" of the downtown area,
- 5) improved mobility of transit-dependent residents,
- 6) decreased air and noise pollution,
- 7) reduced energy consumption; and
- 8) increased mobility of handicapped persons.

Also, not included is the additional tax base generated by the AGT system which will significantly contribute toward the revitalization of Downtown Jacksonville, as well as enhance the entire community.

FINANCE

Jacksonville has a long history of financial commitment to a coordinated land use and transportation program in the downtown area. This section outlines some of the financial techniques to be considered by the City of Jacksonville in funding its share of the People-Mover costs.

The AGT System and Current Development

During the mid-1950's, over \$50 million was spent

in creating riverfront parking facilities, a city hall, courthouse, a civic auditorium, Coast Line Drive, a new private high rise office building, a federal building, a major Sears and Roebuck Department Store and parking area, and a coliseum. These were just a few of the projects which are defined as the "Jacksonville Story" in the middle 1950's and the early 1960's.

With the creation of the consolidated government in 1968, there was a re-evaluation of Jacksonville's commitment to its downtown area. As a part of this re-evaluation the Jacksonville Area Planning Board and the Chamber of Commerce Downtown Council initiated the Downtown Plan. The Plan's recommendations, completed in 1971, were used as a basis to create the Downtown Development Authority which was assigned to implement the Downtown Plan.

Adopted in 1971, the Plan has been the basis for reinvestment in the central area. Private commitments since 1971 total \$450 million, of which \$200 million is on the boards or completed in the form of new office buildings and related uses. Public building and utility investments during the same period totaled \$46 million.

Through 1981 an additional \$12 million is budgeted for public capital outlay projects in downtown. In addition to the capital investments already committed by public and private interests, another \$250 million of private investment has been announced.

Development Financial Techniques and Sources

The following are the key developmental and financial techniques that might be employed, particularly at people-mover stations to strength-

en committed and proposed projects and to generate new public and private investments in appropriate land uses.

Develop/Hold - Build transit related facilities around stations and lease or rent such facilities.

Develop/Sell - Acquire land in fee simple, then sell surplus land as facilities.

Hold/Sell - Hold land parcels acquired for stations, then later, when development of these parcels meets appropriate public purposes, sell, subject to specific conditions.

Lease - Make long-term ground, air or sub-surface rights leases for specific developments.

Participation - Make participation lease or acquire equity participation in joint development enterprises with others, public or private.

Tax Techniques - Use the newly enacted State of Florida tax incentive legislation when provision is made (to be voted on in November 1976). After amendment, the legislature must create the necessary legislation to serve Jacksonville. The legislation will allow tax abatement or the use of tax increment (marginal value) taxation to apply incremental taxes resulting from new development to retirement of improvement bonds issued against these incremental tax revenues.

Development District - Although there is no provision for a Florida city to create special development districts, the Jacksonville City

Council may create a special district upon vote by the freeholders in the subject district. The Downtown Development Authority Act (See Addendum) provides major implementation power upon City Council approval. This is potentially (as implemented through the City Council) a strong vehicle with bonding and development legal provisions.

Revenue Bonds - The City of Jacksonville's share of the capital cost can be provided through the use of non ad valorem revenue bonds. The City would sell revenue bonds based on gross revenues from the People-Mover system, and general operating funds could be pledged for any operating deficits. The currently received State of Florida 8th gas tax is also a source of capital or operating funds. The 9th gas tax is available for transit use in Florida, but it must be enacted through a local referendum.

Sales Tax - A local option sales tax is available for funding mass transportation projects after approval by public referendum.

State of Florida Department of Transportation - Florida's DOT will fund at least 50% of the local share of capital costs of the people-mover system. In the past the State of Florida has never reneged on payment of its share of a capital grant contract for transit.

As far as this project is concerned the FDOT will fund 10% of the \$33,515,800 capital cost, which excludes parking facilities, rights-of-way for the AGT system and pedestrian access to stations and skywalks.

SUMMARY OF PERTINENT FACTS
RELATIVE TO STAGE I AGT SYSTEM

Some pertinent information relative to the Stage I People-Mover proposal is:

<p>A) Capital Costs (1975 Dollars) = \$41,015,800</p> <p style="padding-left: 20px;">UMTA share = 26,812,640</p> <p style="padding-left: 20px;">FDOT share = 4,101,580</p> <p style="padding-left: 20px;">Local share = 10,101,580</p>	<p>F) Annual Passenger Trips Per Urban Area Resident</p> <p style="padding-left: 20px;">(1981) = 21.6</p> <p style="padding-left: 20px;">(1985) = 27.0</p> <p style="padding-left: 20px;">(1990) = 33.2</p>
<p>B) Annual Operating Costs</p> <p style="padding-left: 20px;">(1981) = \$ 1,313,396(1)</p> <p style="padding-left: 20px;">(1985) = 1,786,860(1)</p> <p style="padding-left: 20px;">(1990) = 2,625,484(1)</p>	<p>G) Weekday Passenger Trips per Downtown Area Employee</p> <p style="padding-left: 20px;">(1981) = 0.70</p> <p style="padding-left: 20px;">(1985) = 0.84</p> <p style="padding-left: 20px;">(1990) = 0.99</p>
<p>C) Annual Passenger Patronage</p> <p style="padding-left: 20px;">(1981) = 14,700,000</p> <p style="padding-left: 20px;">(1985) = 20,060,000</p> <p style="padding-left: 20px;">(1990) = 26,760,000</p>	<p>H) Capital Cost per Urban Area Resident</p> <p style="padding-left: 20px;">(1981) = \$58.60</p>
<p>D) Annual Passenger Revenue</p> <p style="padding-left: 20px;">(1981) (15¢ fare, 20% passes) = \$ 1,764,000</p> <p style="padding-left: 20px;">(1985) (15¢ fare, 28% passes) = 2,166,480</p> <p style="padding-left: 20px;">(1990) (25¢ fare, 38% passes) = 4,147,800</p>	<p>I) <u>System Benefits</u></p> <p style="padding-left: 20px;">(1981-2000) = \$ <u>157,700,000</u></p> <p style="padding-left: 20px;">System Costs = \$ <u>41,015,800</u> = \$6.81</p>
<p>E) Annual Operating Costs vs Revenue</p> <p style="padding-left: 20px;">(1981) = \$ 450,604 surplus</p> <p style="padding-left: 20px;">(1985) = 379,620 surplus</p> <p style="padding-left: 20px;">(1990) = 1,522,316 surplus</p>	

(1) Cost is in that year's dollars.

Downtown Jacksonville

THE DOWNTOWN REVITALIZATION PROGRAM

As a result of consolidation of City and County governments in 1968, a re-evaluation of Jacksonville's growth, particularly in its downtown area, was inaugurated. The Jacksonville Area Planning Board and the business leadership joined forces to create a Downtown Revitalization Program. This program was adopted by City Council in 1971 and the Downtown Development Authority was created to implement the program. The program's objective was to strengthen the tax base of the core area and increase the tax revenues to the City in the form of new ad valorem taxes. Since 1971, the private sector has announced over \$450 million in development in accordance with the Downtown Program. Over \$200 million is already developed. The public sector has spent and committed over \$46 million in capital improvements in the form of new streets, sidewalks and utilities complementing the program. (See Figure 1 for Downtown Area Boundary).

The five key transportation elements of the present revitalization program are briefly described as follows:

• THE DOWNTOWN STREET LOOP SYSTEM

The Loop System is designed to create a pedestrian and transit oriented eighteen block area at the heart of downtown around the north-south Hogan/Laura Street spine and Hemming Park. This circulation system is under construction. The Stage I people-mover system route penetrates this loop system.

• PERIPHERAL PARKING AND AUTOMOBILE INTERCEPT

The downtown parking plan is based on a 500% (from 1968 to 1990) increase in the use of mass

transit. The plans are specifically designed to limit the number of new parking spaces in and adjacent to the "Central Business District". Existing parking facilities will either remain in place or will be relocated between the streets of the "Loop System" and on the riverfront in the form of new multi-use parking buildings or activity centers outlined in the Downtown Program. The long-range parking concept also provides for 10,000 new parking spaces on peripheral parking sites within one mile of the Downtown district. About 4,000 of these spaces will be provided by 1981 in conjunction with the AGT System and shuttle bus service. (Downtown Parking Action Plan - Conrad/Voorhees 1973-74).

The first multi-use state-office, city amphitheater and parking facility is under construction in conjunction with the people-mover route in the Government Center.

• SECOND LEVEL PEDESTRIAN WALKWAY SYSTEM

The first phase of the second-level pedestrian walkway program is being engineered for construction in 1977-78. Four new office buildings have incorporated their part of the walkway system--Atlantic Bank and Duval Federal, Independent Square and the soon to be constructed state regional office building--along the people-mover route on Hogan Street.

• MASS TRANSIT

The present 250 air-conditioned JTA buses provide adequate mass transportation service to downtown Jacksonville each weekday. Mass transit service plays a major role in providing convenient access to an estimated 22% of downtown workers today. Preferential treatment for

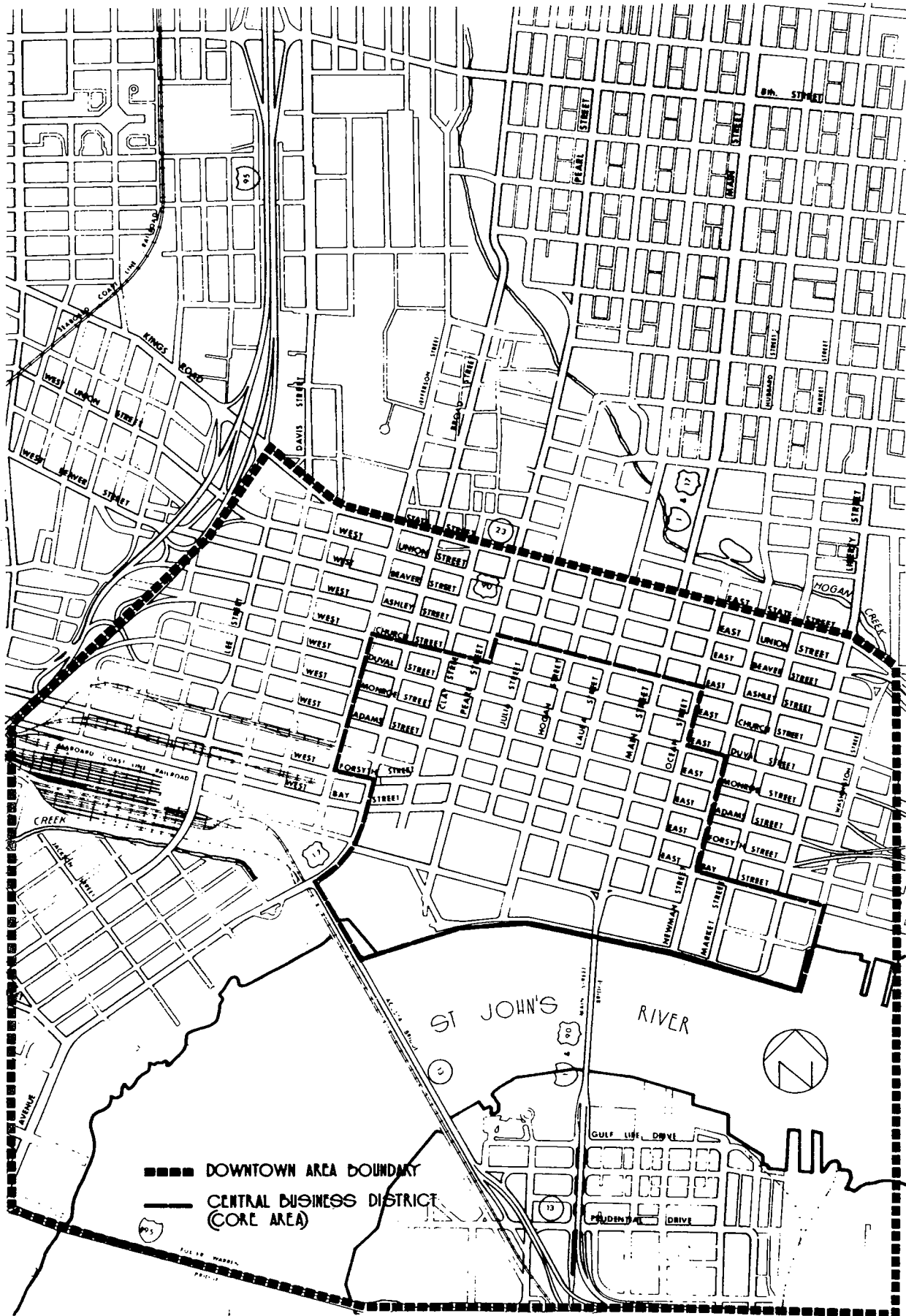


FIGURE 1 JACKSONVILLE DOWNTOWN AREA
 JACKSONVILLE DOWNTOWN PEOPLE MOVER STUDY

transit vehicles and improved and additional express flyer and shuttle bus services are top priority projects within the next five years. The People-Mover System and a more effective regional mass transit system are key five year and beyond priority projects. The JTA has already implemented the Phase I "Immediate Action" People-Mover Plan or shuttle bus operation, as well as initial phases of the Phase I Regional Mass Transportation Plan Express Bus services.

HOGAN STREET PEDESTRIAN MALL

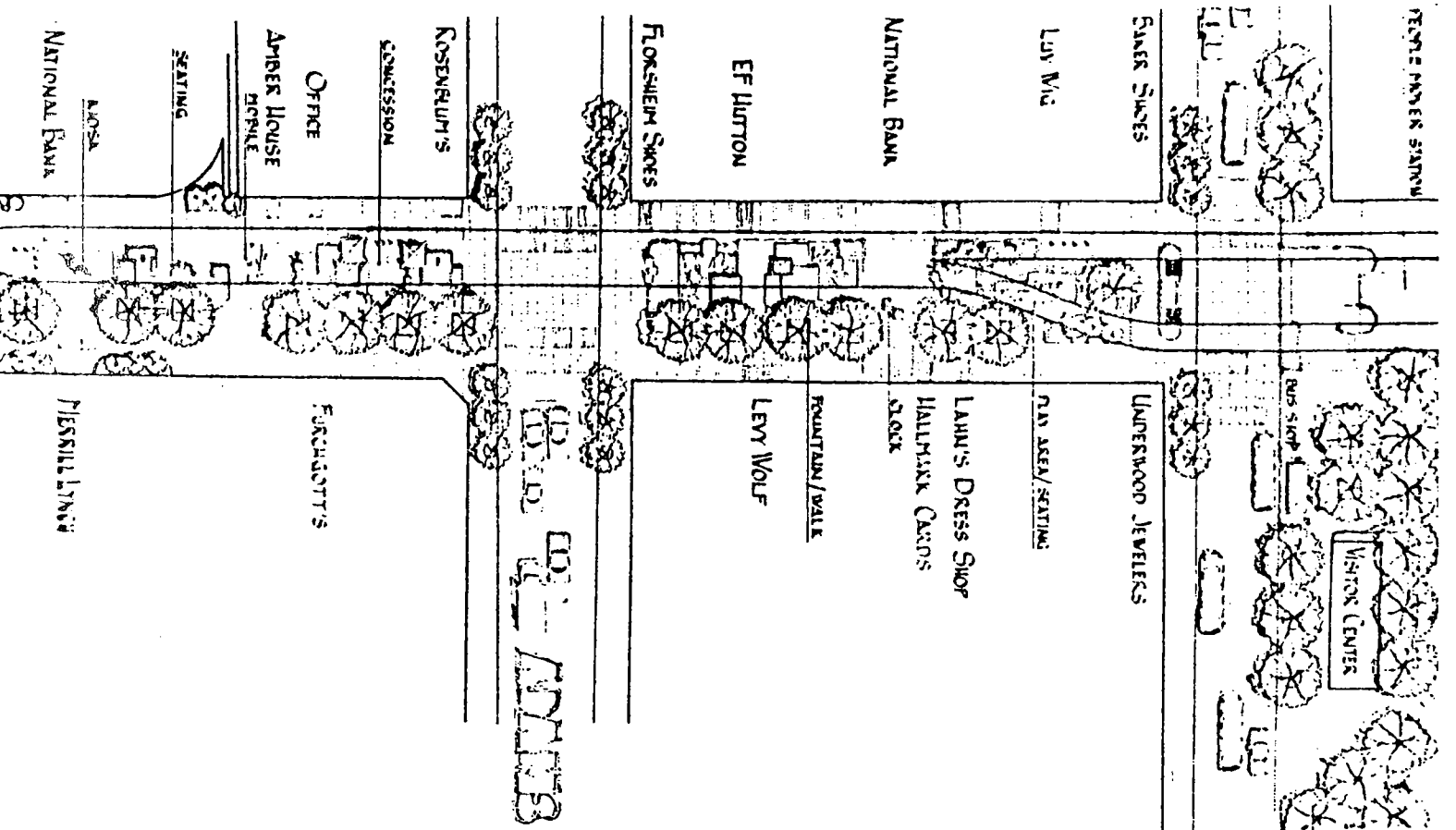
Funds for the first phase design of a Hogan Street Pedestrian Mall are budgeted and can be utilized in connection with people-mover system design.

CONTINUOUS REVIEW AND DEVELOPMENT STRATEGIES

The Downtown Development Authority in the role of implementing the Downtown Program has continued necessary detailed implementation planning work. In 1975, the firms of Hammer, Siler & George, Wallace, McHarg, Todd and Roberts and Environmental Design Group undertook a major review of the Downtown Revitalization Program in the light of recent national economic conditions. A series of development strategies are outlined and projects set forth that illustrate the Jacksonville approach, particularly as related to this people-mover proposal.

Background and Rationale

Downtown Jacksonville has enjoyed remarkable growth in recent years, despite the effects of the national economic downturn. Major new



private and public investments have been made within the district since 1971. On the other hand, parts of the downtown are experiencing serious pressures of decline and deterioration. New investments in some sectors are being offset by mounting vacancies in others. Equally important, there are increasing evidences of bottlenecks and barriers to further investments that can stifle the development for which there are demonstrated potentials. It is to deal with the negative forces that impact much of downtown and to remove restraints to further development that the strategies are proposed and outlined below.

The main negative factors are outlined below:

1. Mounting problems of downtown traffic,
2. Restraints on downtown's market magnetism,
3. Physical dispersal of downtown development,
4. Increasing disintegration of downtown functions,
5. Blight in downtown fringe areas.

It was these negative factors or realities that prompted the City to establish the Downtown Development Authority as a primary vehicle for coordinating development policies and actions. There has never been any doubt that downtown development potentials exist; the need for concerted action has been expressed in terms of removing the barriers and providing the incentives for these potentials to be fully realized.

With high-quality expansion areas in all directions, Jacksonville's physical development

has been widely decentralized. At the same time, the central core of downtown Jacksonville has been successful in attracting an impressive complement of highly specialized functions that can perform most effectively in the highly integrated environment of a central location. Several major new buildings -- Independent Life Office Tower, Atlantic Bank Office Tower, Duval Federal Building, to mention the more prominent -- have been recently added to the downtown skyline. The new state office building housing a number of regional functions of the state government is under construction on the riverfront at the heart of the core. Other major announced downtown projects are in the active planning stages, including new office and hotel complexes on the Seaboard Coastline property north of the river and in St. John's place south of the river. (See sub-section entitled Finance)

The excellent condition of the downtown riverfront itself is a positive factor of great importance. Few cities have taken such decisive steps as Jacksonville to reclaim their central waterfront areas and hence provide the setting for new development along or adjacent to the river. The earlier farsighted wisdom of the city in reclaiming its waterfront was an example of an earlier "development strategy" which has paid and will continue to pay great dividends to the city and its economy.

Significantly, despite the negative forces that have caused difficulty for downtown retailing, most of the city's retail complement has remained intact in face of the new suburban competition.

Jacksonville is one of the few cities in the nation that has substantially maintained its complex of downtown department stores in recent years. It has also held together most of its downtown specialty shops.

Unlike many cities, downtown Jacksonville has not arrived at a point where its leadership has "given up" on downtown's development prospects, despite a realistic recognition that there are already serious problems to be met and still others to be anticipated in the future. The city government, the Chamber of Commerce, the Downtown Development Authority, and other public and quasi-public groups have expressed a clear determination to take the necessary steps to realize downtown's development potentials. At the 1974 Amelia Island, Florida, Conference, representing a broad section of citizenry (business, labor, finance, black and white) gave top priority on its action agenda to dealing with downtown problems. This is a significant point that bodes well for the adoption of the necessary strategies to get the job done.

Downtown Area Objectives

There are five objectives that now must be sought by new redevelopment strategies for downtown Jacksonville. These objectives relate directly to turning around the negative forces that impact significant parts of the downtown economy and to providing the necessary incentives for generating new private investments where they will do the most good for the downtown economy as a whole.

The Downtown Authority's underlying premise is that the market place should be the ultimate determinant of where and when new private investments are put in place within the central area. There should be no attempt to "force" development to take place where it might involve an unduly high risk or produce a less-than-optimum return.

The five basic objectives of the downtown

development strategy are as follows:

1. To achieve the maximum aggregation of the downtown consumer market--through the recycling of the "captive" downtown daytime and nighttime population--so that it can support new and existing enterprises and facilities in the downtown area.
2. To help achieve the necessary "competence threshold" in downtown facilities --through the effective recycling of the downtown market and the addition of public facilities to undergird private investments--which will create stronger "magnets" for a range of new and expanded activities in the downtown area.
3. Through the above processes, to help create new demands for existing unused or underutilized spaces in downtown's existing building inventory, which in turn will increase the range of downtown activities that would generate new market support.
4. To create the conditions favorable to the development of new close-in middle-and higher-income housing for specialized markets that will seek high-quality central locations.
5. To take major steps to begin the process of eliminating the conditions of fringe area blight around the central area and of providing new investment opportunities in areas that are not now economically productive.

Downtown Strategies

To achieve these objectives, a series of strategies is proposed that call for several specific

types of public actions, all pointed toward creating the conditions for an optimum private sector response.

One set of public actions involves an innovative new circulation system for downtown Jacksonville, combining: 1) an automated guideway transit (AGT) elevated people mover system initially



Linking from the Hospital-Medical Complex, to the north through the core of the city to the Government Center and eventually to St. John's Place across the river to the south, with future expansions in all directions; and 2) an elevated pedestrian walkway (or skyway) linking key blocks and people-mover stations in the core area north of the river;

Another set of public actions calls for new vehicular gateways into the CBD, including a broad new east-west parkway along the Union-State corridor on the north and a major north-south boulevard along the right-of-way on the

west side of the core from the Acosta Bridge and the Union-State corridor.

A third set of actions calls for clearance of 22 nearly vacant blocks along two-tiers adjacent to the core, one on the west and one on the north, in which a new environment would be provided for close-in market-rate housing.

A fourth action calls for the development of a major multiuse block on the waterfront between Laura and Hogan streets, where public and private reuses would create a new high-intensity node of activity. (Riverfront Plaza).

A fifth set of actions calls for a number of public improvements relating to transportation--the malling of Hogan Street, new bus rights-of way and preferential treatments, new public parking facilities, and other pedestrian and vehicular improvements.

Under these proposals, Jacksonville would become the first U.S. city to develop a combined automated people mover system and pedestrian skyway system providing for efficient, safe and weather-controlled movement of people--the element of compactness without massive clearance and redevelopment. The downtown population, daytime and nighttime, would be given reliable, effective and weather-controlled access to all parts of the central area, undergirding consumer sales and spurring new space uses and occupancies in existing as well as new buildings. The city has already prepared itself in part for this system--the most recent new office buildings public and private have made provisions for connecting with the pedestrian skyway system and people-mover route.

Under the proposals, Jacksonville would also become the first U.S. city to attempt to re-

place the blighted collar of underdeveloped property around its core with a market-rate housing environment.

DEMOGRAPHIC DATA

Essentially anticipated travel demand in downtown Jacksonville is functionally related to the type and intensity of human activities expected to occur. Future estimates are derived through a knowledge of the various locations and an understanding of their interaction in producing downtown travel. Population, employment, and floor space envisioned for 1980 and 1990 were the major demographic data used as the basis for projecting people movement to, from and within the downtown area.

Land-use and transportation planning efforts conducted prior to this study as well as traffic data--such as the number of individual trips to the CBD by purpose, mode and time of day - also provided basic input for the study. The variety of studies conducted in downtown Jacksonville reflects the vigorous and ongoing efforts of the citizenry to improve their urban environment. These reports and documents used as basic referral and data sources for this study are discussed in more detail in the technical report, "CBD Alternatives--Urban Design Analysis." Locations of developments within the downtown area significantly affect additions to the transportation facilities.

¹CBD Alternatives, Volume II, Urban Design Analysis Technical Reports - Jacksonville Downtown People-Mover Study; Daniel, Mann, Johnson & Mendenhall and Reiff-Fellman & Associates, Feb. 1973, 71 Pages.

Consequently, each of the land-use planning reports was studied in detail, both from a quantitative and qualitative view of the type, size and timing of development.

Population - A knowledge of the expected distribution of future population in the Jacksonville Urban Area aided in determining the number of daily arrivals in the Downtown Area.

The population of the Jacksonville Urban Area was 534,572 in 1968 and grew by 14.2% during the seven years up to 1975 (See Figure 2). The national economic recession greatly slowed this growth during 1974 and 1975. However, according to the Jacksonville Area Planning Board, the population still grew by 76,428 persons from 1968 to 1975. Recent conservative population estimates by the JAPB indicate that by the Year 2000 there will be 925,100 people living in the urban area. This represents a conservative gain of nearly 52% from 1975.

Employment - Employment is expected to increase at a much greater rate than population up to the Year 2000 (See Figure 2). Jacksonville and particularly the downtown area will attract workers living outside the limits of the urban area largely because of the diversity of employment opportunities and substantial economic growth potential as well as redevelopment taking place in downtown. Total employment in 1968 numbered 195,800, or slightly over 36% of the population. By 1975, the employment totaled 246,800 workers, or over 40% of the population. It should be noted that this was during the recession when unemployment was much higher than normal. In the Year 2000, employment is expected to reach 415,000, or 45% of the population total. This represents almost a 70% gain from 1975.

FIGURE 2 - POPULATION AND EMPLOYMENT ESTIMATES
FOR JUATS AND DOWNTOWN AREA: 1968-2000

	JUATS Urbanized Areas Adjacent to Duval					5-Year % Gain
	Duval County (Jacksonville)	Clay County	St. Johns County	TOTAL JUATS Area	% Within Downtown Area	
<u>Population</u>						
1968	517,099	15,192	1,867	534,572	24.2	--
1970	528,865	19,100	2,200	550,165	23.8	--
1975	577,900	29,000	4,100	611,000	24.0	11.1
1980	630,600	41,000	7,000	678,600	25.7	11.0
1990	726,000	65,000	13,000	804,000	25.7	18.5
2000	817,000	89,000	19,100	925,100	25.3	15.1
<u>Employment</u>						
1968	195,800	26.0	47,400	242	24.2	
1975	246,800	15.5	58,660	238	23.8	
1980	285,000	22.8	68,500	240	24.0	
1990	350,000	18.6	90,000	257	25.7	
2000	415,000		105,000	253	25.3	
	<u>Downtown CBD Core Area</u>	<u>Other Northside Downtown Area</u>	<u>Southside Downtown Area</u>	<u>Southwest- Riverside Area</u>		
1968	19,000	14,400	7,600	6,400		
1975	23,635	17,000	9,240	8,785		
1980	30,000	18,000	11,000	9,500		
1990	40,275	20,920	15,240	13,565		
2000	48,000	22,000	18,000	17,000		

Source: Jacksonville Area Planning Board

FIGURE 3 - PERSON TRIPS TO JACKSONVILLE CBD BY PURPOSE AND MODE

TRIP PURPOSE	1968			1975			1990		
	PRIVATE VEHICLE	MASS TRANSIT	TOTAL	PRIVATE VEHICLE	MASS TRANSIT	TOTAL	PRIVATE VEHICLE	MASS TRANSIT	TOTAL
<u>Home Based</u>									
Work	17,250	2,800	20,050	19,900	5,200	25,100	24,000	13,500	37,500
Shop	9,375	900	10,275	9,700	2,000	11,700	13,000	5,000	18,000
Personal Business	13,825	650	14,475	15,380	1,020	16,400	22,500	3,500	26,000
Social Recreational	3,000	300	3,300	4,580	420	5,000	8,000	1,000	9,000
Other	<u>200</u>	<u>50</u>	<u>250</u>	<u>860</u>	<u>240</u>	<u>1,100</u>	<u>1,500</u>	<u>500</u>	<u>2,000</u>
Subtotal	43,650	4,700	48,350	50,420	8,880	59,300	69,000	23,500	92,500
<u>Non-home Based</u>									
All Purposes	<u>14,900</u>	<u>--</u>	<u>14,900</u>	<u>20,700</u>	<u>--</u>	<u>20,700</u>	<u>34,850</u>	<u>--</u>	<u>34,850</u>
Total	58,550	4,700	63,250	71,120	8,880	80,000	103,850	23,500	127,350
%	92.6	7.4	100.0	88.9	11.1	100.0	81.5	18.5	100.0

- 1) Includes non-home based transit trips:
- 2) Assumes an all-bus system with State I People-Mover System

Source: Downtown Jacksonville People-Mover Study, DMJM, 1973 and Mayor's People-Mover Task Force Update (1976)

The entire downtown area employed about 47,400 workers in 1968, or 25% of the urban area's work force. By 1975, the total employment had grown by 24% and numbered 58,660. The total number of downtown area workers is expected to increase to 105,000 by the Year 2000 and comprise 25.3% of the total urban area employment. The more intensive downtown core area, or CBD, employed 23,635 in 1975 and is expected to grow to 48,275 by the Year 2000. Nearly 12%, or one out of eight Jacksonville workers, is expected to be employed in the CBD by the Year 2000.

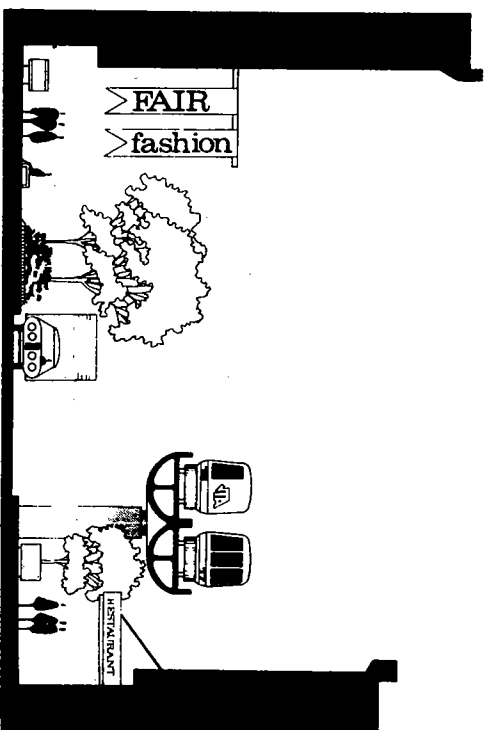
TRAVEL DEMANDS TO THE CBD

The number of people traveling to the Jacksonville downtown area, especially the CBD, is expected to substantially increase during the 1975-1990 period, doubling the 1968 number by the Year 1990. The adopted Plan for Downtown Jacksonville Revitalization shows a projected 9,031,000 square feet of downtown office floor space by 1990.

In 1968, over 63,000 average weekday individual trips were made to the CBD for work, shopping, personal business, or some other purpose (See Figure 3). By 1990, this demand is expected to increase by 101% to 127,350 person trips. Currently, more than 22,000 home-based work trips are made to the CBD on an average weekday. By 1990, an estimated 37,350 home-based work trips will be made. Much of this travel into the CBD will occur during the peak travel hours. Home-based work and both shopping and personal business trips made up about 31 and 35% of the total average weekday CBD person trips in 1975, respectfully. In 1975, an estimated 80,000 person trips were made to the CBD

on an average weekday. This was over 26% greater than in 1968. By 1990, an average of 127,350 trips is estimated to be made to the CBD, nearly 60% more than today's person trip traffic.

This CBD-oriented traffic increase, coupled with the future increase in through-traffic



DOWNTOWN

will place a much heavier burden on the highway and bridge system and require more effective parking and progressive mass transportation programs. If the Jacksonville Downtown Area is to continue to grow in a planned and orderly fashion, additional transportation facilities will be necessary to better serve the present demand and accommodate anticipated increase. Special emphasis must be placed upon planning and implementing effective mass transportation facilities.

SEATING
RETAIL CENTER

KIOSK

J.C. PENNY'S

KIOSK

CONCESSION

MOONWORTH'S

GEORGE MOVER SYSTEM
HEMMING PARK

BAKER SHOES

HOGAN STREET

UNDERWOOD JEWELERS

HOGAN STREET PEDESTRIAN MALL
WITH PEOPLE-MOVER SYSTEM

MONKIE

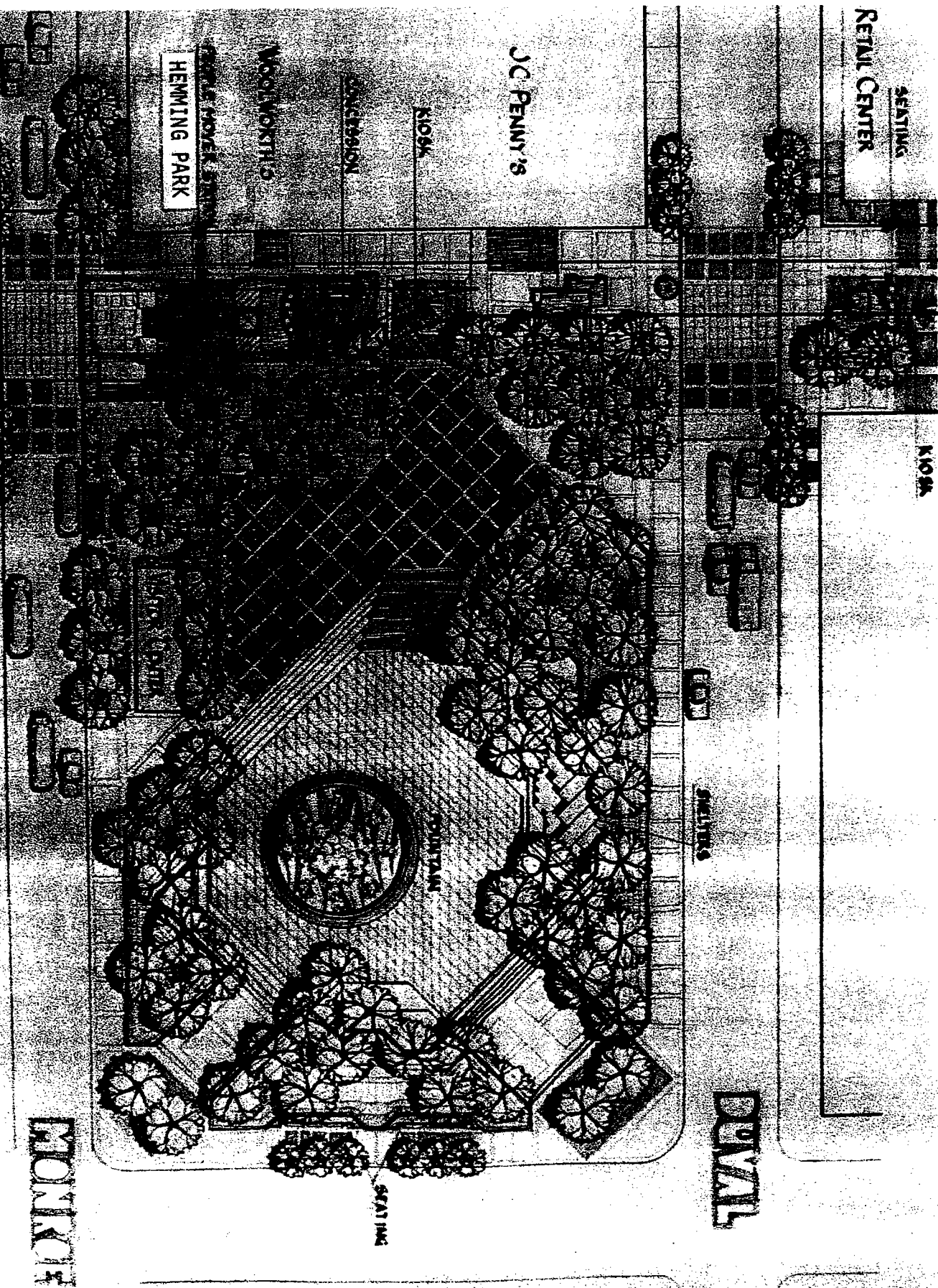
FOOT

SEATING

DEVAL

SEAT 1M4

SEATING



**Jacksonville's
Mass Transportation Program
Previous Transportation Planning**

EARLY HISTORY

Mass transit in Jacksonville dates back over a hundred years. In 1875, with only 7,000 people in the city, the Jacksonville Street Railroad Company was formed. Construction was begun but, due to financial difficulties, the company allowed the franchise to expire.

Henry Bradley Plant and Associates formed the Jacksonville Street Railway Company in 1879 and received a charter in 1880. This was a mule-drawn, thirty minute headway "horse" railway, running on several streets around the central business district of Jacksonville. Other railroads soon joined them, including Pine Street Railway that ran two blocks away from, and parallel to Hogan Street on what is now Main Street. There were other succeeding street railroads, most of which started in the middle of the 1880's.

A few years later the electric trolley craze swept over Jacksonville. Mule and horse-drawn vehicles gave way to electric trolleys. The first car ran on Main Street in February, 1893.

These were a great success and many more soon followed. Finally, the last of the independent companies was secured by Plant and his associates in 1900.

In 1901, a fire swept through the city and almost destroyed the street car system. Many power poles were burned, and wires scorched. The fire damaged trolleys everywhere. After the fire, Stone & Webster took over the street railway management system and added additions to the lines as the trolleys spread.

For example, in 1911, there were 80 trolleys and 43 cars operating over 43 miles of track. This system employed 300 men and had an annual payroll

In 1912, the street electric properties reorganized into the Jacksonville Transit Company. The City at that time took over the electric power generating facility as a municipal facility.

By 1925 Jacksonville had 101 passenger cars and 59.6 miles of track. The following year the highest annual passenger volume was recorded at 23,500,000 riders. However, patronage and financial troubles occurred in 1927 and the Great Depression starting in 1929 brought the trolleys to an end on December 12, 1936 when the last two street cars made their final runs.



Jacksonville Transportation Authority

SYSTEM IMPROVEMENTS DURING 1973-1976

Since the Jacksonville Transportation Authority assumed responsibility for local bus transit operations on December 11, 1972, the Authority, with City, State and UMTA assistance, has made significant progress toward improving the quantity and quality of service afforded residents of Jacksonville. Route and schedule adjustments, reductions in fare and acquisitions of new coaches are among the most notable elements of change that have been instituted over the past three years. The following is a chronological listing of key events that occurred since the start of publicly operated transit in Jacksonville:

December, 1972

The JTA acquired the rolling

stock and all assets of the Jacksonville Coach Company and assumed responsibility for transit operations.

January, 1973

Fares were reduced for most types of rides, with the base fare reduced from 30¢ to 25¢.

June, 1973

After little more than half a year of public operation, monthly ridership was up 18% over the previous year.

October, 1973

Forty-five new coaches are placed in service on Transportation Day-- free transportation was provided, with the promotion resulting in over 77,000 riders that day. Additional fare reductions were made, with zone fares eliminated and a 10¢ off-peak fare instituted for senior citizens.

January, 1974

The first phase of the People-Mover System Plan, the "Spirit Special" downtown circulator route, is implemented serving peripheral parking lots.

March, 1974

New services, the "Express Flyers," were implemented, as five routes began operation from seven outlying shopping centers. Also, another downtown "Spirit Special" route was added.

June, 1974

Two additional "Express Flyer" routes were added. The JTA completes its fiscal year with an annual ridership increase of 17%.

May, 1975

Application was made to the Urban

Mass Transportation Administration of the U.S. Department of Transportation for an operating assistance grant in the amount of \$580,000.

June, 1975

The 10¢ off-peak fare was extended to include handicapped persons. JTA completes its second full fiscal year of operations with a patronage increase of over 7% or more than 900,000 annual riders.

September, 1975

Fifty new vehicles are added to the fleet, reducing the average age of JTA coaches to eight years.

October, 1975

Operating assistance funds are received from UMTA. A two-way radio system is placed in operation in JTA buses. Ridership for the month was the highest in four years.

March, 1976

New "Express Flyer" route from park-n-ride site obtained by joint participation of FDOT and FHWA. Other expansions of Express Flyer services and 10 major improvements including community (Arlington) circulator are implemented.

March 9, 1976

Section 3, Capital Grant (FL03-0044) presented to UMTA for bus maintenance facility, 30 coaches, radios, etc.

April, 1976

14 heavy-duty small coaches for use on downtown Spirit Special shuttle service received and placed into service.

Acquisition of the local bus operation by the Jacksonville Transportation Authority assured continuous mobility to thousands of citizens, including the

transportation-disadvantaged, particularly low and middle income, young, elderly and physically handicapped. These transit dependents remain a solid ridership base for the public system, encouraged by further fare reductions and off-peak discount fares.

Systemwide service and capital improvements and innovative service adjustments beginning in early 1973 have resulted in an unprecedented 36% ridership increase (See Figure 4). For the year ending December 31, 1972, about 10,600,000 passengers were carried on the bus system. For the year ending April 30, 1976, total ridership was 14,400,000 passengers.

Weekly ridership averages close to 300,000 today. The current weekly record topped 310,000 passengers. Ridership continues to climb as improvements are made in mass transportation services. Revenue increases during the fiscal year are expected to reach \$400,000. Much of this amount has been funnelled back into service additions.

Emphasis during the first years after takeover was directed toward capital outlay and route study and realignment; however, attention has turned toward further development of an even more progressive, productive, cost-effective and responsive transit system serving additional segments of the community. This is being done through interest groups and activities, and public input derived through the Jacksonville Urban Area Transportation Study Major Review Update which is conducted by the Jacksonville Area Planning Board.

Many of the new riders have turned to the mass transit system by choice, relieving congested city streets and bridges of thousands of cars daily, particularly in the downtown area. Introduction of suburban express flyers and shuttle bus routes within downtown have lured thousands of white collar, business and professional people out of their private automobiles.

IMMEDIATE ACTION PEOPLE-MOVER PLAN IMPLEMENTED

In January of 1974, the JTA began the initial program of "Spirit Special" shuttle bus routes serving the downtown area. This type of new transit service was a result of the "People-Mover Plan" developed in 1973. The Plan recommended shuttle bus or minibus operation from peripheral parking lots to the downtown core area as an "Immediate Action Program."

Five Mercedes Benz 16-passenger buses on loan from the FDOT provided ten minute headways, serving free parking lots for 10¢ fare. The first route was designated "Red" in conjunction with the Bicentennial theme and in March of 1974, a "Blue" route was added to connect the CBD to the southside downtown area across the St. Johns River.

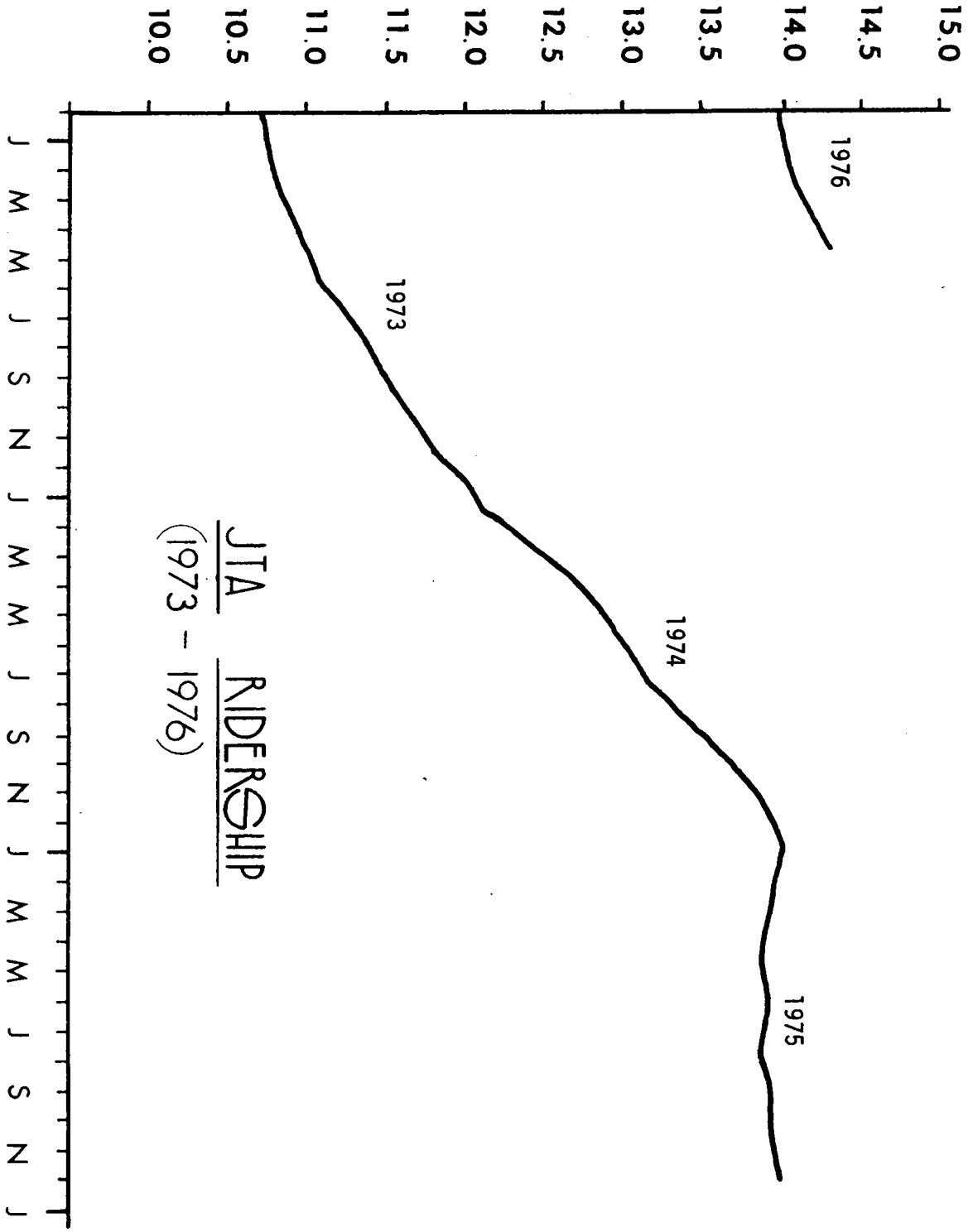
Combined shuttle bus annual ridership for 1975 was 275,000 passengers (See Figure 5). One year later it had increased by 40%

During its 28 months of existence, the number of peripheral parking lots has grown from one to nine. Some of the lots are owned by the JTA and some are leased from city agencies, paved by and at the cost of the City. One lot is leased by a private concern. It is estimated that between 800 and 1,200 cars daily remain out of the CBD as a result of this program.

JTA has plans for a third route, designated "White", to serve the southwest (Riverside) portion of the CBD. Currently, this plan is on "hold" awaiting upcoming City funding.

In March, 1976, fourteen 30-passenger heavy duty coaches arrived, replacing the five Mercedes, and were put into immediate service. At JTA's Board meeting of June 15, 1976 funds were included in the 1976-77 budget to start the "White" route shuttle operation, thus completing the original trio.

PASSENGERS CARRIED 12 MONTHS ENDED EACH MONTH (IN MILLIONS)



JTA RIDERSHIP
(1973 - 1976)

FIGURE 4

JTA SHUTTLE BUS RIDERSHIP

PASSENGERS
CARRIED 12 MONTHS
ENDED EACH MONTH
(IN THOUSANDS)

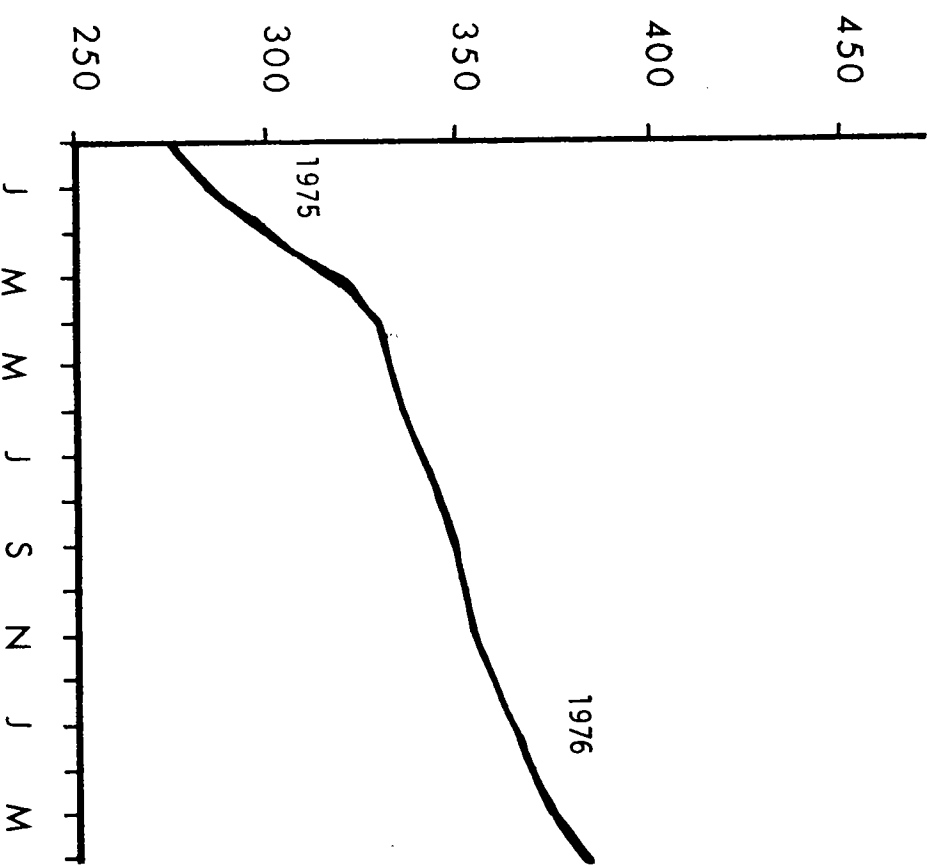


FIGURE 5

MAJOR TRANSPORTATION PLANNING PROJECTS

The Jacksonville Urban Area has been deeply involved in all aspects of transportation planning ever since the first comprehensive study was completed by the Florida Department of Transportation (State Road Department) in 1960 and, especially, since consolidation of City and County governments in 1968.

The first major comprehensive study for highway needs was initiated in 1968 by the FDOT in cooperation with the JAPB and JTA. This effort produced the Jacksonville Urban Area Transportation Study (JUATS) Comprehensive Plan for Streets and Highways for 1990, which was published in March, 1974.

In late 1972, the first comprehensive study to determine long-range mass transportation needs for the rapidly expanding urban area was begun. It produced a three-phase mass transit development program, up to 1990.

The most recent mass transportation study was the Five-Year Transit Development Program completed in May, 1976. Numerous detailed studies have been completed also for the Downtown Jacksonville Area as an integral part of the continuing comprehensive urban transportation planning process in Jacksonville.

Each of these have been closely integrated with the officially adopted (1971) Plan for Downtown Jacksonville, of which the major transportation elements are: (1) a street loop system (one-way couplets), (2) a peripheral parking program for long-term parkers integrated with mass transit services, (3) an eight-block pedestrian mall down Hogan Street, (4) second-level pedestrian walkways, (5) preferential treatment for mass transit vehicles, and (6) an elevated AGT system. This latter transportation element is the number one priority in the Downtown Revitalization Program.

This was reaffirmed in the Central Area Transportation Planning Program completed in 1976.

1973 PEOPLE-MOVER SYSTEM PLAN

Following Transpo 72, FDOT in cooperation with the JAPB, JTA and the Downtown Development Authority undertook a \$135,000 comprehensive feasibility study of a people-mover system for Downtown Jacksonville. The effort involved: (1) an in-depth travel demand analysis to determine patronage, revenue, operating and maintenance costs, (2) environmental impact and urban design analysis to develop and evaluate alternative people-mover route alignments and station alternatives, (3) engineering analysis to develop capital costs and system interface, and (4) a public involvement program consisting of periodic work sessions and meetings with a citizens group and the Jacksonville Urban Area Transportation Study (JUATS) Technical Coordinating Committee to receive citizen and decision-maker input.

The Recommended People-Mover Plan featured a Phase I "Immediate Action Program" of shuttle-but routes providing internal circulation within downtown and interconnecting southside downtown with the CBD, as well as fringe area or peripheral parking lots.

Phase II featured a two-mile elevated automated guideway transit (AGT) system from the Downtown Florida Junior College through the Central Business District along the Hogan Street Pedestrian Mall, turning eastward on Independent Drive through the Government Center and terminating at the Gator Bowl.

1976 PEOPLE-MOVER PLAN

The 1976 "Central Area Transportation Planning Pro-

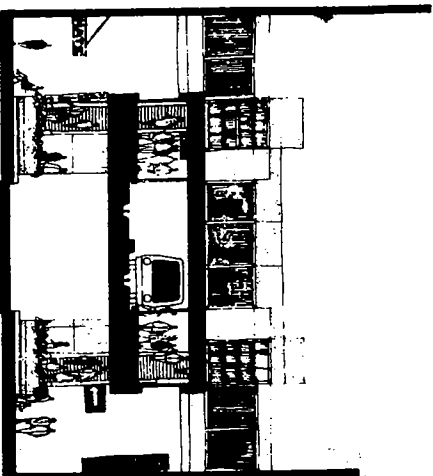
¹ Copies of the summary report and the three Technical Reports are attached.

gram" strongly recommended the construction of a People-Mover System. Based upon the completion of this Planning Program, coupled with the April 5th announcement that the Urban Mass Transportation Administration would undertake a project to construct automated guideway people-mover systems in downtown urban areas, the Mayor of Jacksonville established a "People-Mover Task Force," which consisted of representatives from the Jacksonville Transportation Authority, the Jacksonville Area Planning Board, the Florida Department of Transportation, the Downtown Development Authority and the private consultant firm of Daniel, Mann, Johnson and Mendenhall, who developed the original People-Mover Plan in 1973.

The major objective of the Task Force was to update and appropriately modify the 1973 People-Mover Plan in terms of the 1976 situation and prepare a proposal to the Urban Mass Transportation Administration requesting that Jacksonville be selected as one of the U.S. cities to demonstrate the Automated Guideway Transit System.

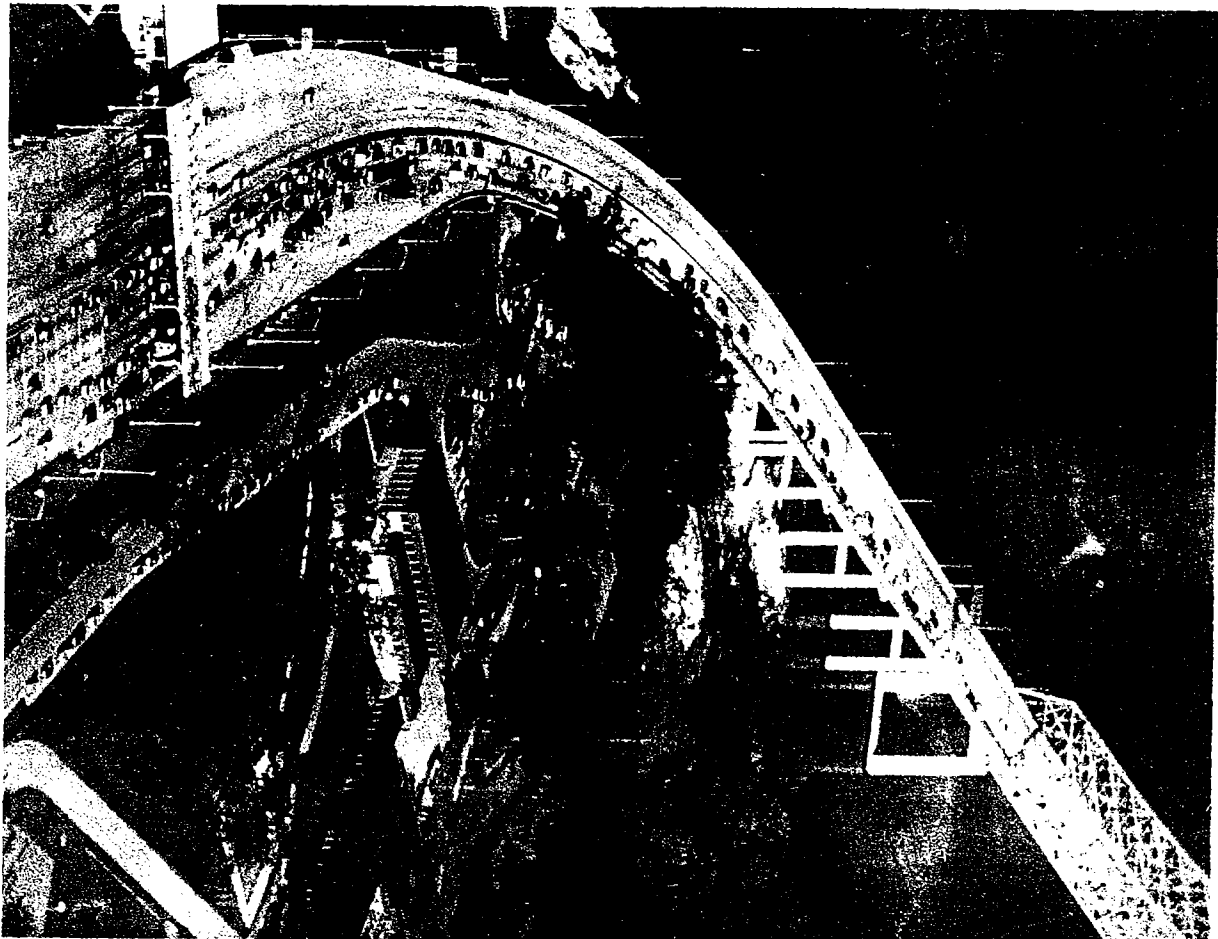
In order to develop the most feasible and desirable people-mover system, the following major planning factors or criteria were used:

- 1) Compatibility with the Downtown Plan,
- 2) Interface with present and planned major activity centers,
- 3) Effective interface with existing and planned bus routes,
- 4) Potential for reduction of future mass transit subsidy (operating cost savings),
- 5) Potential for more efficient mass transit system (more effective transfers and convenience),
- 6) Reduction of traffic congestion,



- 7) Potential for increased mass transit system patronage,
- 8) Integration with the Hogan Street Pedestrian Mall,
- 9) Interface with peripheral parking lots for long-term parkers,
- 10) Maintenance and improvement of the economic viability of Downtown Central Business District,
- 11) Capital cost limitations,
- 12) Environmental concerns of air pollution, noise and aesthetic impact,
- 13) Operational requirements of the people-mover system, and
- 14) Minimal time required for right-of-way acquisition and construction of a system.

All of these criteria are met or exceeded in the Jacksonville proposal to the highest degree.



Recommended Stage I
People - Mover System

Financial Options

SELECTION OF STAGE I ROUTE

The Mayor's Task Force held numerous work sessions during April and May of this year to revise and update the Automated Guideway Transit People-Mover System Plan. On May 18, the Task Force adopted a plan recommendation. Figure 6 displays the recommended Stage I AGT System route alignment and station sites. A downtown-area system of shuttle-buses would supplement and complement the automated guideway transit system. Figure 7 illustrates the Stage I and other additions in the future.

The Stage I People-Mover System has been endorsed by the Mayor and City Council of Jacksonville, the FDOT, the JTA, the JAPB, the DDA, the JUATS Technical Coordinating and Policy Committees, the Jacksonville Chamber of Commerce, the City Housing and Urban Development agency, the Downtown Florida Junior College, the St. Lukes, Methodist and University Hospitals, the Citizen's Advisory Committee of Subarea 6 (Downtown Area), and other public and private groups and organizations (See Appendix for letters and resolutions of endorsement).

It should also be stressed that the AGT System is an integral part of the regional transportation plan and has the endorsement of the Metropolitan Planning Organization (MPO) which is the JAPB and the JUATS Policy Committee.

ROUTE ALIGNMENT

The People-Mover route begins in the Government Center south of the Jacksonville City Hall and extends westward along Water Street to Hogan Street. The route then turns northward through the Downtown Core Area along the Hogan Street Pedestrian Mall north to the Downtown Florida Junior College. From there, it generally parallels the Hogan Creek Flood Plain all the way northwest to Eighth Street within the University-Methodist-St. Lukes Hospitals and Medical Center. The two-way guideway route tra-

verses 9,900 feet and has seven People-Mover System stations.

The original 1973 People-Mover Plan recommended the same length of elevated guideway (10,000 feet). However, rather than serving the Hospital-Medical Center, the route was recommended to serve the Gator Bowl Sports Complex because of the vast number of parking spaces (in excess of 3,000) which could be utilized for long-term parking for Downtown workers. The northern terminus of the 1973 Plan was the Downtown Florida Junior College.

The overall situation in 1976 is different than four years ago. Many of the major planning factors mentioned earlier changed. One of the most important is the automated guideway's potential to directly improve the overall operation and service level provided by the total mass transportation system. The AGT System can significantly increase mass transit patronage, revenue and also decrease future operating subsidy necessary to maintain and improve systemwide mass transit operation.

While the program of long-term peripheral parking lots is still important and, in fact, has already been implemented successfully by the JTA, the objective of reducing future operating costs for mass transportation while still improving the systemwide services has a higher priority. Largely due to this, the original 1973 Stage I People-Mover route was modified and the Gator Bowl link deleted in favor of the Hospital-Medical Center link.

STATIONS

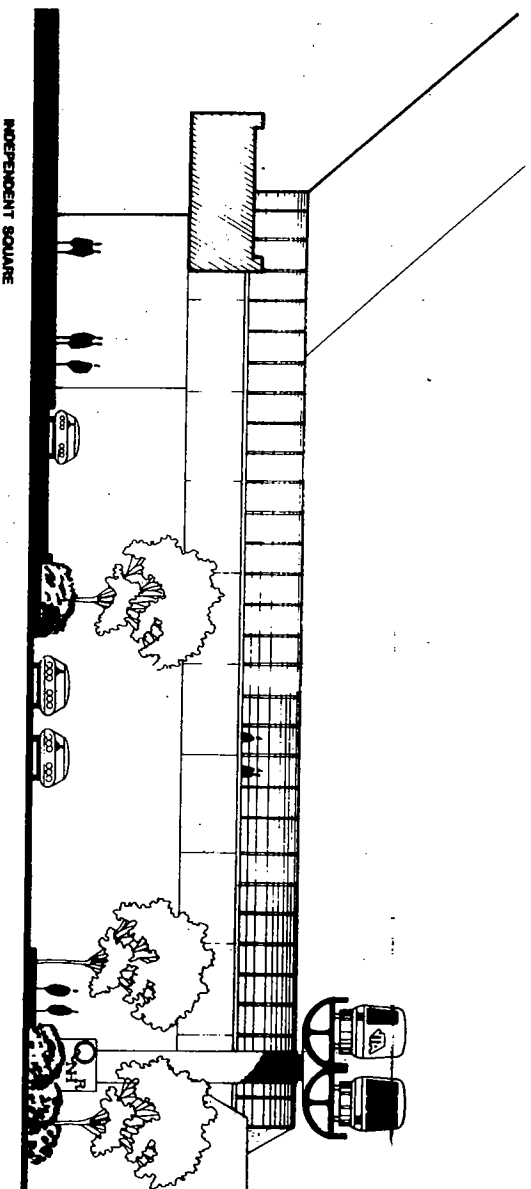
Government Center Station - The Stage I eastern-most station is located between Newman and Market Streets, and the City Hall and adjacent city parking lot. At present, there are about 6,000 workers within a five-minute walk from the station (See Figure 8). By the year 2000, about 14,000 are expected.

Downtown People Mover



In addition to workers in the Police Administration Building, the City Hall, Courthouse, State Office Building and their future annexes and extensions, these governmental facilities attract a large number of non-work person trips throughout the entire day. As a result, this people-mover station is expected to handle a large volume of people each weekday. The station will be transfer point for all Southside buses (routes 13, 21, 31, 35, 37, 41, 46, and 47).

Convenient access to the station from the major government buildings via pedestrian walkways, elevators and escalators will be provided.



Tower, the 18-story Atlantic Bank Tower, the 17-story Seaboard Coast Line Building, and the 16-story American Heritage Life Building, the station directly serves the Jacksonville Civic Auditorium and a 350,000 square foot Sears Roebuck Store.

Future planned developments include the massive Seaboard Coast Line Office-Hotel-Retail complex and the Riverfront Plaza, featuring a hotel, parking structure and recreational-cultural activity shops. This station would be the transfer point for all Southwest Riverside bus routes (3, 4, A&B, 5, 7, 22, 30 and 32).

Independent Square-Riverfront Plaza Station - This station will be located in the center of the major financial office complexes in the Core Area. At present there are 8,000 people working within a five-minute access to the station. By the year 2000, the number is expected to triple totaling 25,400. In addition to the 37-story Independent Square Office

Hemming Park Station - This station is centered within the retail shopping area of the Core Area. It would be highly integrated with the planned pedestrian mall down Hogan Street. The major stores include May Cohens, Iveys, J. C. Penney, Rosenblums, Purcell's and Woolworths.

About 12,000 people now work within a five-minute walk of the station. By the year 2000, it is expected that over 16,000 workers could be served by this station.

The Universal Marion Building, the Florida First National Bank Building, the Barnett Bank Buildings and the Southern Bell Telephone Building are the major office complexes. In addition, the U. S. Post Office and Robert Meyer Hotel are within a block of the station. All of the bus routes coming from the east would serve this station.

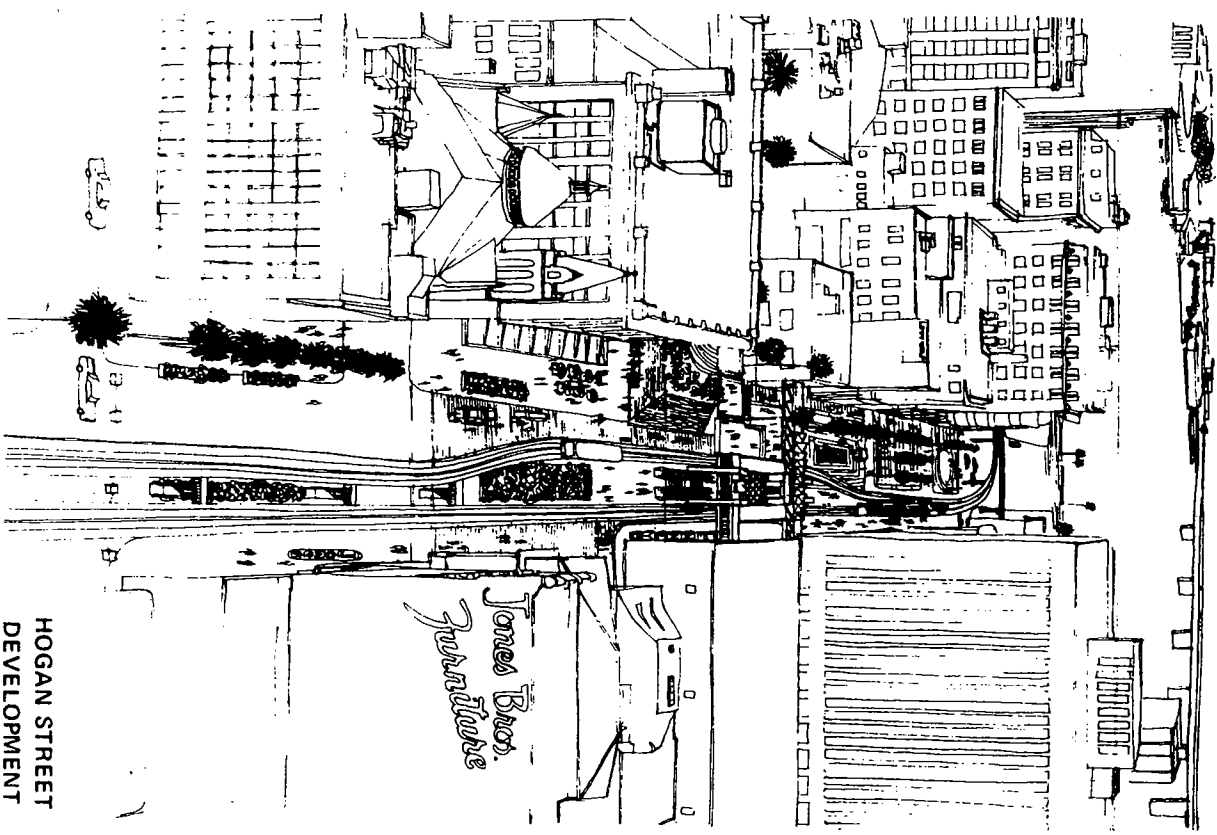
It should be emphasized that the people-mover guideway and Hemming Park station would be designed in such a manner as to most effectively complement the Hogan Street Pedestrian Mall and aesthetically fit the urban environment along the route.

Northside Downtown Station - This station located on Hogan Street between Beaver and Union Streets would be constructed in conjunction with the peripheral parking program. Initially, between 1,000 and 1,500 surface spaces would be available. Figure 9 shows the peripheral parking lots served by the people-mover system, as well as JTA shuttle buses. Eventually, multi-level parking structures would be constructed with direct pedestrian access provided to the station.

It is also anticipated that several new retail-commercial developments related to the Downtown Florida Junior College would be built in the vicinity, including motel and/or hotel units.

Approximately 5,300 workers are within a five-minute walk from the station today. Future employment in the service area is expected to remain constant.

In addition to serving persons parking at peripheral parking facilities, this station was selected because of its direct interface with all Westside bus routes (12, 15, 18, 19, 20 and 49).



HOGAN STREET DEVELOPMENT

Downtown Florida Junior College Station - The Junior College station will be located above the present right-of-way of Hogan Street between Orange and State Streets. It will be constructed between the Administration Academic Building now under construction and its future extension to the east. This building complex will contain career education learning resources, student services and auxiliary services. Access to the station will be direct from inside the building.

The Downtown Florida Junior College Master Plan completed in February, 1974, incorporated the elevated People-Mover Guideway and station site (See Figure 10). It is expected that this station will handle a high volume of pedestrian traffic throughout the day.

The Downtown Campus enrollment (headcount) in 1976 is about 11,000. That figure is anticipated to grow to 14,604 and 16,300 students by 1981 and 1984, respectively, with most students expected to travel to and from the campus by mass transportation. Hence, the People-Mover System will be utilized to a great degree by these students.

In addition, the number of workers within easy access of the station is expected to grow from the present 1,000 to nearly 3,500 by the year 2000.

Hogan Creek-Springfield Station - This station will serve one of the most densely populated residential areas in Jacksonville.

Approximately 2,000 Springfield residents live within a five minute walk of the station site today. It is important to emphasize that the majority of these citizens are "captive" transit users or "transit dependent" (low income, elderly, young), and thus would utilize the People-Mover System to a large extent. This will be especially true because of the faster service to and from the

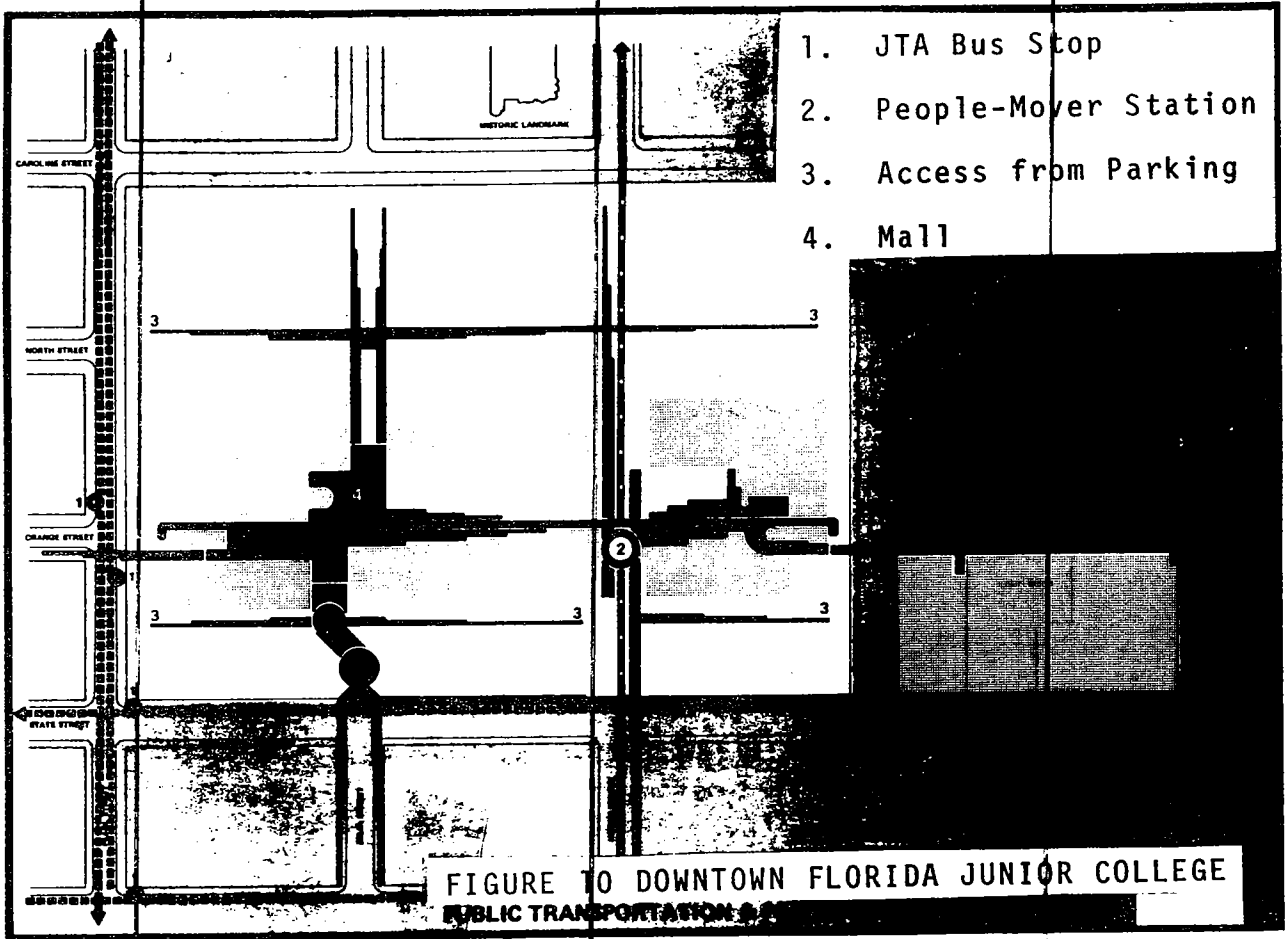
downtown retail centers and the more convenient transfers to other bus routes serving other areas of Jacksonville.

Adjacent to the Hogan Creek-Springfield Station is the City Housing and Urban Development office. This agency has been working diligently on a rehabilitation and redevelopment program (Hogan Creek) for several years. Hundreds of old, rundown housing units have been removed and will be replaced in the coming years along with a small retail shopping center. Thus, the people-mover system will be servicing even more residents in the 1980's. By the year 2000, there will be nearly 3,200 persons living in proximity to the station.

Hospital-Medical Center Station - This station would be the northernmost extension of the Stage I People-Mover Route. It is located within the rapidly growing Hospital-Medical Center of Jacksonville, equally accessible to the Methodist Hospital, the University Hospital and the St. Luke's Hospital and their respective medical facilities, as well as the Jacksonville Health Center Office (See Figure 11). Numerous other medical or related activities are also located within the Center.

Today nearly 5,000 persons work within easy access to the station. It is anticipated that there will be at least 9,000 workers in the area by the year 2000. This medical center is one of the most heavily utilized activity centers in Jacksonville today with numerous transit dependent residents requiring access several times a month.

In addition to directly serving the largest medical center in Jacksonville, the People-Mover station would serve as a major transfer point for all JTA bus routes serving the northwestern and northern areas of Jacksonville. Bus routes 14, 26, 27, 28, 29 and 36 A&B would all interface with the People-Mover station.



NEED FOR PEOPLE-MOVER SYSTEM

City, State, public and private agencies and organizations recognize that numerous benefits would accrue from the automated guideway transit system. Some of the primary benefits are:

- 1) An effective alternate means of travel within the downtown area,
- 2) Expanded pedestrian areas,
- 3) Interconnection of major activity centers within the downtown area,
- 4) Expansion and improvement of the peripheral parking program,
- 5) Reduction of the number of automobiles and buses in the downtown area,
- 6) Integration of existing and planned commercial, office and other land developments with mass transit facilities,
- 7) Improvement of the Interface with all forms of mass transit services within the downtown area for the collection and distribution and transfer of transit patrons,
- 8) Upgrading the quality of air within the central business district,
- 9) Improvement of the "liveability" of the central business district which would benefit retail, commercial and office businesses, and
- 10) Improvement and upgrading of the entire mass transit system service and a reduced operating subsidy.

The net result would be a more viable and desirable downtown area in which to work, shop, visit and

live in the future. The people-mover system could substantially improve the total movement of people which is so vital to a regional center's maintenance and orderly growth.

As the major element of the Program for Downtown Revitalization, the people-mover system would significantly:

- 1) contribute toward the implementation and viability of the Hogan Street Pedestrian Mall;
- 2) interface with and extend the planned elevated pedestrianway or skywalk system;
- 3) expand and improve the mass transit intercept program from peripheral parking lots; and,
- 4) strengthen and maintain the vitality of important retail shopping activities downtown.

PEOPLE-MOVER SYSTEM'S IMPACT UPON BUS SYSTEM

Figure 12 details Jacksonville Transit Routes and area coverage in 1975. The insert illustrates the complicated bus routing within the central downtown area. It is within this densely traveled area that bus service is extremely slow and very costly to operate. Transfer from one bus route to another is usually difficult and most often the average citizen cannot easily determine how, when or where he or she should do so. The highly inefficient operation of buses competing with other vehicles is undoubtedly one of the major reasons why most citizens will not utilize bus service.

Maintaining and aggressively improving the system-wide transit operation is one of the City's major short and long-range objectives. One of the most promising transportation facilities which would significantly contribute toward the achievement of

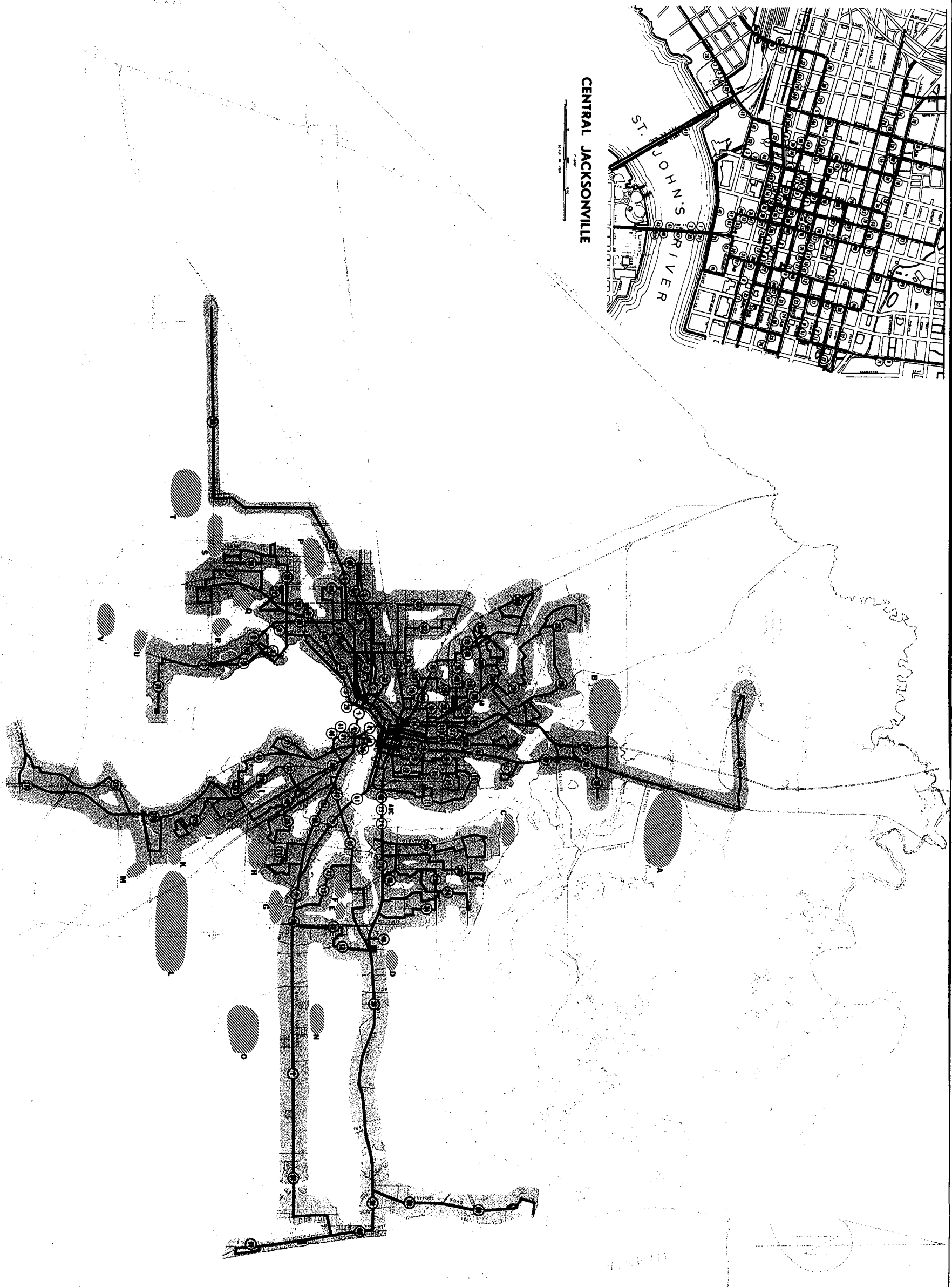


FIGURE 2
1975
TRANSIT ROUTES
AND
AREA COVERAGE

LEGEND

- Bus Routes
- Route Numbers
- Area Coverage
- Major Generators not Covered by System
- Description of Each Shown in Appendix "A-V"

Source: JACKSONVILLE AREA PLANNING BOARD
 JACKSONVILLE CITY COACH LINES

Prepared by: JACKSONVILLE AREA PLANNING BOARD

Consultants: KIMLEY-HORN & ASSOCIATES, INC.
 SIMPSON & CURTIN

NOVEMBER, 1975

this objective is the automated guideway transit people-mover system, which can significantly reduce future operating subsidies while at the same time directly contributing toward more convenient and effective mass transit service for Jacksonville citizens.

Figure 13 shows the estimated deficit or operating cost subsidy that will be required for Jacksonville, according to the "Transit Development Program" completed in 1976.

For the year ending September 30, 1975, the maintenance and operating cost of the JTA bus service was \$6,206,900. Revenue generated by passenger fares totaled \$3,399,700, or 55% of the operating cost. Hence, there was a deficit of \$2,807,200. With the expected increase in labor costs and items such as fuel, tires, and other parts, the yearly deficit or operating subsidy is estimated to reach \$7,047,000 by 1980. This anticipated gap between revenue and operating costs is, of course, a national problem and not just a characteristic of Jacksonville.

The recommended Stage I People-Mover system is expected to substantially contribute toward the reduction of future subsidies needed to maintain and improve the mass transportation system during the 1980's and beyond. Once the automated system is operational, the bus system will be organized to interface with it. Figure 14 indicates which bus lines will serve the People-Mover stations and then return back to their regular routing in the suburban areas rather than continue to penetrate the Central Business District.

Currently, buses operate at an average speed of between 3 and 5 miles per hour in the downtown area which is inconvenient to bus riders, as well as auto-drivers. With the People-Mover system functioning as the central collection and distribution facility, most transit

FIGURE - 13
JACKSONVILLE TRANSPORTATION AUTHORITY
PROJECTED OPERATING PERFORMANCE
1975-1981
(1)

Year Ending Sept. 30	A Operating Cost (excludes charter service)		B Passenger Revenue		A-B Deficit
	Operating Cost	(excludes charter service)	Passenger Revenue	Deficit	
1975 (actual)	\$ 6,206,900		3,399,700		2,807,200
1976	6,813,900		3,504,300		3,309,600
1977	7,939,100		3,715,700		4,223,400
1978	9,150,100		3,983,800		5,166,300
1979	10,399,700		4,338,400		6,061,300
1980	11,864,700		4,817,700		7,047,000

(1) Source: Transit Development Program, prepared for JTA by Kimley-Horn and Assoc. and Simpson and Curtin 1976.

patrons will be able to reach downtown area destinations in a shorter period of time. In addition, passengers who need to transfer will save a significant amount of total travel time. Furthermore, transferring will be much more convenient and easier to understand.

As shown in Figure 15, 205 hours and 35 minutes

FIGURE 15
 BUS TRAVEL TIME SAVINGS
 WITH PEOPLE-MOVER SYSTEM

<u>BUS ROUTE NO.</u>	<u>Travel Time Saved to and from CBD(1)</u>	<u>One-Way Weekday Trips to CBD</u>	<u>Total Time Savings (min.) Per Weekday</u>
<u>North-Northwest</u>			
36 A & B	28 min.	119	3,332
14, 18	24 min.	78	1,872
17, 26	14 min.	66	924
27, 28	20 min.	<u>79</u>	<u>1,580</u>
		342	7,708
<u>West</u>			
12	5 min.	47	235
15	8 min.	38	304
19, 49	11 min.	74	814
20	3 min.	<u>48</u>	<u>144</u>
		207	1,497
<u>Southwest</u>			
3	4 min.	34	136
4 A & B, 5	6 min.	51	306
7, 22	6 min.	55	330
25	5 min.	4	20
30, 32	6 min.	<u>37</u>	<u>222</u>
		181	1,014
<u>Southside</u>			
13, 47	12 min.	25	300
21, 31	12 min.	46	552
35	12 min.	22	264
37	14 min.	30	420
41, 46	12 min.	45	540
45	10 min.	<u>4</u>	<u>40</u>
		172	2,116
		902	12,335 minut
			205 hrs. 35

(1) This is average bus travel time that would be eliminated if bus would stop and transfer passengers at a people-mover station rather than continue its current run.

of additional bus service will be available within the urban area as a result of the People-Mover system and bus system interface. For example, buses operating on routes 36A and B would save an average of 16 minutes inbound and 12 minutes outbound by ending at the Hospital-Medical Center People-Mover station near Jefferson and Eighth Streets rather than their current terminus within the Central Business District at Hemming Park.

Hence, one of the following or a combination could occur:

- 1) the frequency of bus service on Routes 36 A&B could be improved by about one-third (from 11 minutes during peak hours to about 7.5 minutes), or
- 2) the frequency of service could remain the same and about one-third or five Route 36 A&B buses could be relocated to new bus service or existing routes to improve their frequency of service, or
- 3) the terminus of Routes 36 A&B could be extended into presently unserved areas and/or future growth areas.

All of the present Jacksonville Transportation Authority bus lines were analyzed in terms of bus travel time savings as a result of the People-Mover System and resulting improvements in service.

The number of buses that could be taken off certain routes while maintaining the same service headway was also investigated. Figure 16 shows one set of potential systemwide improvements during peak hours that could occur due to the Stage I People-Mover System. Twenty-five bus lines could provide more frequent service. Generally, bus headways would be improved between 15 to 20%.

Six bus lines could have one or more buses re-

assigned while still maintaining present headways. These lines currently serve the northwestern or western areas and already have comparatively frequent bus service. An estimated 13 buses could be reassigned to new mass transit service areas and/or to improve the frequency of service for present routes. The 13 buses represent about 9% of the total number of buses now operating during peak hours.

As a result of the AGT system the systemwide bus transit ridership in 1981 is estimated to be between 8 to 12% greater due to the following:

- 1) more frequent bus service or extension of route coverage on the above mentioned 25 bus routes,
- 2) additional service provided by the reassigned 13 buses and,
- 3) more convenient and faster transit access to, within and through downtown provided by the automated guideway transit People-Mover System. This estimated 1981 transit patronage gain doesn't include additional trips (excluding bus passenger transfers) which would be made on the People-Mover.

This increased patronage will add to the annual bus system revenue. This coupled with the projected people-mover system surplus of revenue over operating costs is estimated to amount to \$1.2 million in 1981, \$2.0 million in 1985 and \$3.2 million in 1990. (See Figure 17). The 1981-2000 cumulative total of increased bus system revenues plus AGT system operating surplus is estimated to be \$53,600,000.

PEOPLE-MOVER PATRONAGE

Selection of the original People-Mover System Plan

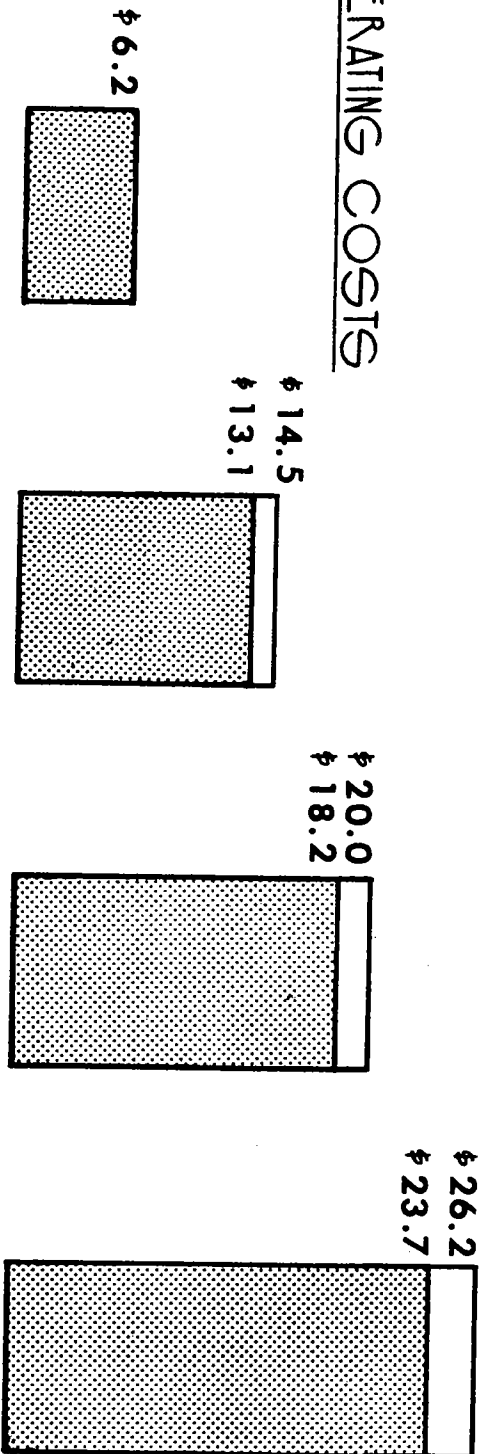
FIGURE 16
 STAGE I PEOPLE-MOVER SYSTEM IMPACT ON JTA
 MASS TRANSPORTATION SYSTEM

JTA Route No. & Name	AM Weekday Present		Headway With PM		Round Trip Running Time With PM		AM Peak Vehicles Required	
	Present	With PM	Present	With PM	Present	With PM	Present	With Stage I People-Mover
3 Ortega	18	17	88	84	9	9		
22 Lake Shore	20	18	76	70				
4A Murray Hill	32	29	64	58	4	4		
4B Murray Hill	32	29	64	58				
5 McDuff-Cedar Hills	45	42	90	84	8	8		
30 Park Cedar Hills	24	22	84	78				
7 Edison	31	28	84	78				
32 Woodstock	36	33	60	54	4	4		
12 Florida Avenue	12	10	72	66				
20 Beaver	12	11	30	25	6	6		
13 Glyntea	57	50	43	40				
47 Southside Estates	55	48	92	80	3	3		
Regency								
14 Davis	13	13	50	26				
18 Myrtle	13	13	48	24	8	8		
15 Phoenix	17	14	52	44	3	3		
17 Panama	20	15	60	46	6	6		
26 Northshore	20	15	60	46				
19 Grand Crossing	15	15	60	49				
49 Tyler	15	15	60	49	8	8		
21 Beach Blvd.	33	27	65	49	2	2		
27 Lake Forest	23	16	65	45	4	4		
28 Sherwood Forest-	18	14	86	66	5	5		
Riverview								
31 Colonial Manor	27	20	45	33	4	4		
41 Lakewood	25	20	65	53				
35 Spring Park	30	24	60	48	4	4		
46 Phillips Hwy. P1.	31	25	61	49				
36A Moncrief	11	11	75	47	7	7		
36B Moncrief	11	11	85	57	8	8		
37A St. Augustine	51	41	71	57				
37B St. Augustine	48	39	75	61				
37C St. Augustine	70	58	80	66	5	5		

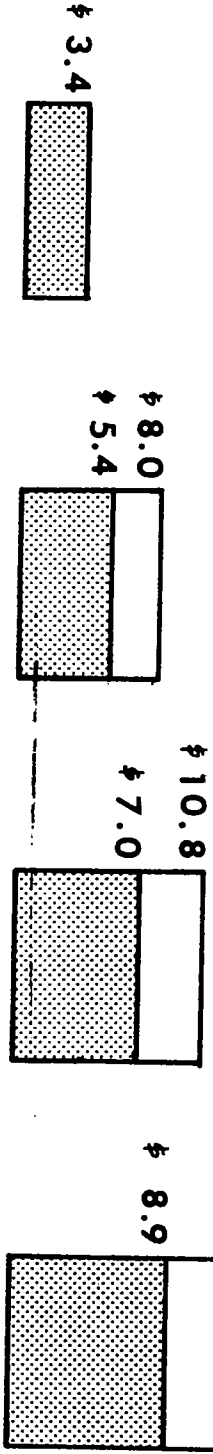
No. of Bus Routes with improved service frequency 25

Buses available for new or improved service 13

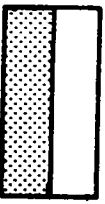
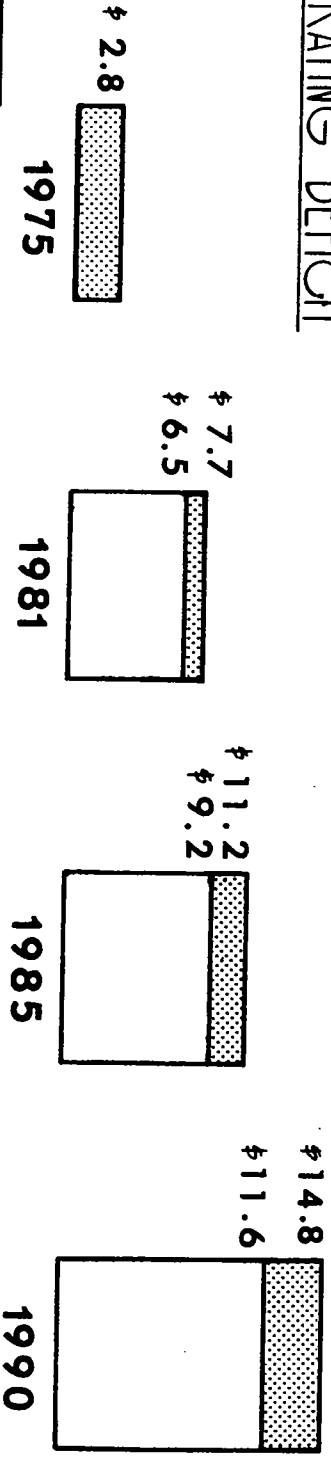
OPERATING COSTS



PASSENGER REVENUE



OPERATING DEFICIT



WITH STAGE I PEOPLE MOVER
WITHOUT STAGE I PEOPLE MOVER

SOURCE: JACKSONVILLE AREA TRANSIT DEVELOPMENT PROGRAM,
1976 AND MAYOR'S PEOPLE MOVER TASK FORCE (1976)

FIGURE 17 STAGE I PEOPLE MOVER IMPACT ON BUS OPERATING COSTS VS REVENUE (IN MILLIONS)

in 1973 was largely based on results of a detailed simulation and testing of alternative people-mover routes and configurations. Testing procedures were applied through the use of a series of computer-oriented mathematical models which were formulated to project potential patronage under varying conditions.

Socio-economic, demographic and travel data were compiled, from which trip makers who would be potential users of a People-Mover System in downtown Jacksonville were structured. These potential users were grouped into four basic categories for further analysis and model formulation. They include:

Walk Trips - Trips made throughout the course of the day by people who had arrived in the CBD for some other basic trip purpose. For example, a downtown office worker who leaves his office building for lunch or to shop.

Peripheral Parkers - Persons arriving at the peripheral parking locations on the fringe of the CBD whose ultimate destination is in the CBD.

Surface Bus - Daily arrivals of persons traveling to and from the Downtown Area and persons transferring from one bus route to another on an improved bus transit system.

Intra Downtown Area Vehicular Diversions - It was felt that some of the projected JUATS vehicle trips originating within the Downtown Area and destined to locations within the Downtown Area would have potential to divert to another mode if it were available and convenient to do so.

These basic category distinctions were maintained throughout modeling phases because of their differences in distributional attributes and peaking characteristics.

In the conventional transportation planning process, trip generation and distribution models are developed, calibrated and collected as part of a comprehensive urban study effort. The trip data required for an analysis of a people-mover system, since it deals in large part with the walk mode, were not collected in the JUATS Study. It was therefore necessary that the trip generation and distribution model efforts be manually developed. The development of the series of trip generation and distribution models is described in the "CBD Alternatives, Travel Demand Analysis Report."¹

1981 and 1990 PATRONAGE

The Mayor's People-Mover Task Force utilized the original 1973 study effort to a great extent in updating the patronage estimates on the people-mover system. The only major difference was the number of riders transferring from the bus to the people-mover. In 1973 it was assumed that all of the buses would continue to travel to the CBD and utilize Monroe Street as an exclusive transitway. Therefore, most bus routes would deliver passengers to the Hemming Park Station and hence, less transfers would be made to the people-mover system.

Since 1973, two major transportation studies have been undertaken which evaluated and investi-

¹ CBD Alternative, Volume I, Travel Demand Analysis Technical Report - Jacksonville Downtown People-Mover Study, Daniel, Mann, Johnson and Mendenhall, February 1973, 151 pages.

gated mass transit system improvements for the JUATS Urban Area, especially the downtown area. The first study was the JAPB \$225,000 JUATS Mass Transportation Study which was 80% funded by the Urban Mass Transportation Administration and completed in 1974. The second study was the \$105,000 Central Area Transportation Planning Program funded by the City and completed in 1976. The results of these major projects, as well as others, were used for the 1976 people-mover system update.

Based upon the data and information gathered since 1973 and due to the major concern over rising mass transportation operating subsidy, the Mayor's Task Force strongly considered the people-mover system's potential interface with the existing and planned bus system. The final result is that a significant amount of bus patron travel

time would be eliminated by transferring to the people-mover system at strategic people-mover stations and letting this latter system serve as the major distributor and collector of transit riders within the core area as well as major transfer facility from one bus route to another.

Figure 18 illustrates the estimated travel time savings for bus passengers transferring from one route to another with the Stage I people-mover system. Figure 19 shows the estimated bus travel time savings for transit passengers traveling from any section of Jacksonville to each of the seven people-mover stations. For example, people traveling during peak hours by bus from Southside bus lines to the Hospital-Medical Center would save between 18 and 20 minutes per trip with the people-mover system.

FIGURE 18
PEAK HOUR TRAVEL TIME SAVINGS (Minutes) FOR BUS PATRONS TRANSFERRING TO ANOTHER ROUTE WITH STAGE I PEOPLE-MOVER SYSTEM

FROM BUS ROUTES SERVING	TO BUS ROUTES SERVING				
	Northwest	West	Southwest	South	East
Northwestern Areas	-	-	16-18	18-20	13-15
Western Areas	-	-	12-14	11-13	7-9
Southernwestern Areas	16-18	12-14	-	11-13	6-8
Southside Areas	18-20	11-13	11-13	-	8-10
Eastern Areas	13-15	7-9	6-8	8-10	-

FIGURE 19
PEAK HOUR TRAVEL TIME SAVINGS FOR BUS
PATRONS TRAVELLING TO DOWNTOWN AREA

BUS PATRON DOWNTOWN AREA TRIP DESTINATION		BUS PATRON TRIP ORIGIN				
<u>People-Mover Station Service Area</u>	<u>Northwest</u>	<u>West</u>	<u>Southwest</u>	<u>South</u>	<u>East</u>	
Hospital-Medical Center	-	-	16-18	18-20	13-15	
Hogan Creek-Springfield	(-2)	(-4)	14-16	16-18	11-13	
Downtown Florida Junior College	4-5	-	13-15	15-17	6-8	
Beaver-Union Street	5-6	-	12-14	14-16	4-5	
Hemming Park	6-7	(-2)	-	2-3	-	
Independent Square- Riverfront Plaza	16-18	11-13	-	2-3	-	
Government Center	18-20	12-14	-	-	-	

The total estimated number of average weekday riders on the Stage I people-mover system in 1981 is 49,000 (See Figures 20 and 21), based upon a fare of \$0.15 and the assumption that 20% of the riders would use passes. Estimated annual ridership for 1981 is 14,700,000 passengers. There is expected to be a wide variety of trip makers, including students, senior citizens, young, tourists, workers, shoppers, and others. About 12,500 persons, or 44% of the ridership, would be transferring bus riders. Today, about 35,000 person

trips are made to, from and through the downtown area via the JTA bus system. By 1981, this volume of transit riders is expected to grow to at least 55,000. About 3,900, or 8% of the AGT system ridership in 1981, is estimated to be persons diverted from buses to the people-mover due to deletion of some bus route coverage, as well as faster people-mover service.

The next greatest demand on the people-mover will be diverted walk trips, mostly within the CBD.

FIGURE 20

1981 and 1990 PATRONAGE ESTIMATES
FOR STAGE I
DOWNTOWN PEOPLE-MOVER SYSTEM

Type of Person Trip Directed to People-Mover	Average Weekday Trips on People-Mover	
	1981	1990
A. Walk	9,500	14,900
B. Peripheral Parking Lots (Work)	3,800	7,500
C. Peripheral Parking Lots (Non-Work)	2,600	8,600
D. Transfer from Bus (Work)	10,000	17,800
E. Transfer from Bus (Non-Work)	11,500	23,000
F. Diversions from Bus System	3,900	5,500
G. Private Vehicle	4,700	7,700
H. Other	<u>3,000</u>	<u>4,200</u>
TOTAL	49,000	89,200

An estimated 120,000 two-way CBD walk trips will be made on an average weekday in 1981 and about 8%, or 9,500 of these are estimated to be diverted to the people-mover system.

There is also expected to be a significant demand from peripheral parking lots. Each weekday about 6,400 person trips will be made to and from these locations using the people-mover system for access. The remaining 7,700 average weekday people-mover riders will be persons diverted from their private vehicle as well as tourists and residents, who will ride the system just for recreation and pleasure.

Annual ridership is anticipated to rise steadily until the average weekday patronage reaches about 89,200 persons in 1990, or an 82% gain over 1981. The annual ridership in 1990 would be approaching 27,000,000 passengers. This estimate was made under the assumption that 38% of riders would be using passes, hence, no direct fare would be collected.

Figure 22 indicates the estimated hourly demand on the people-mover system in 1981 by type of trip-maker. Nearly 15% of the average weekday people-mover system ridership or 7,250 passenger trips are anticipated to occur during the 12:00 noon to 1:00 p.m. peak hour. While the majority of trip makers will be shoppers and downtown area employees going shopping and to lunch, a variety of other trips would be made to the Hospital-Medical Center, Junior College and peripheral parking lots.

As shown on Figure 22, the people-mover will serve a significant number of peak hour (7:00 a.m. to 8:00 p.m.; 4:00 p.m. to 5:00 p.m. and 12:00 to 1:00 p.m.) person trip travel. However, the system would also be handling around 3,000 or more person trips per hour for about 11 hours each

FIGURE 21

STAGE I PEOPLE-MOVER SYSTEM

REVENUE PASSENGERS

<u>Year</u>	<u>Annual Patronage</u>	<u>% No Fare Or Passes</u>	<u>Annual Revenue Passengers</u>
1981	14,700,000	20%	11,760,000
1982	16,040,000	22%	12,511,200
1983	17,380,000	24%	13,208,800
1984	18,720,000	26%	13,852,800
1985	20,060,000	28%	14,443,200
1986	21,400,000	30%	14,980,000
1987	22,740,000	32%	15,463,200
1988	24,080,000	34%	15,892,800
1989	25,420,000	36%	16,268,800
1990	26,760,000	38%	16,591,200

weekday. The principal reason is that the people-mover interconnects a wide variety of activities, many of which generate and attract all-day long person trips. The Jacksonville people-mover would not be idle during regular off-peak hours.

SYSTEM OPERATIONS

The JTA will retain an AGT system supplier as a Management Consultant for one to two years to

FIGURE 22

ESTIMATED HOURLY PATRONAGE
STAGE I DOWNTOWN AREA
PEOPLE-MOVER SYSTEM: 1981

Weekday Time	A	B	C	D	E	F	G	Total
6 - 7 a.m.	50	50	-	400	200	125	200	1,025
7	75	950	100	1,400	600	400	550	4,075
8	100	400	300	1,000	800	300	375	3,275
9	400	200	250	700	1,000	300	450	3,300
10	575	50	300	600	1,100	300	650	3,575
11	875	50	310	500	1,300	300	800	4,135
11 12 p.m.	3,500	350	400	400	1,300	300	1,000	7,250
12	1,850	200	350	400	900	250	800	4,750
1	700	150	200	500	700	200	650	3,100
2	400	100	125	700	800	250	475	2,850
3	300	700	100	1,600	600	400	550	4,250
4	250	400	75	900	550	275	400	2,850
5	150	150	50	350	600	200	275	1,775
6	125	50	20	300	450	150	250	1,345
7	100	-	20	150	350	100	175	895
8	50	-	-	100	250	50	100	550
9								
10								
Total	9,500	3,800	2,600	10,000	11,500	3,900	7,700	49,000

- A - Walk Trip
- B - Peripheral Parker (work)
- C - Peripheral Parker (non-work)
- D - Transfer from Bus (work)
- E - Transfer from Bus (non-work)
- F - Diversions from Bus System
- G - Private Vehicle Diversions and Other

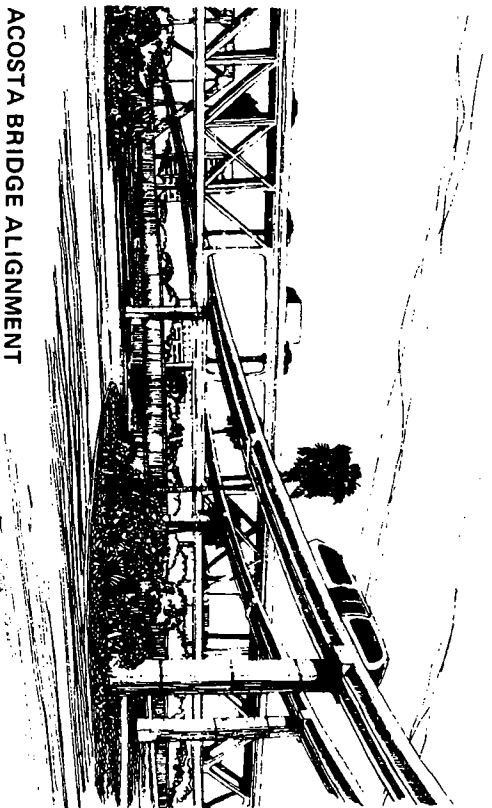
administer and operate the system. During this period JTA technicians and other staff will be trained so that JTA will resume sole management and operation of the system.

Operations for the recommended Stage I System include two-way, automated guideway, people-mover service at 3.1 minute headways from 7 to 9 am; 11:30 am to 1:30 pm and the 4 to 6 pm peak travel periods; 5.2 minute headways during day-time off-peak hours; and 7.8 minute headways during the 6 to 7 am morning period and 6 to 10 pm evening period (See Figure 23).

Since the longest trip on the people-mover -- from the Hospital-Medical Center to the Government Center -- requires only 7.8 minutes travel time including all station stops, off-line stations are not required; each train will stop at all intermediate stations. Station dwell times would vary between 10 or 15 seconds off-peak hours up to 20 to 25 seconds during peak hours. The trains will be fully automatically controlled; some form of communication or even television monitoring would be provided between the vehicles and the central control console. Automatic fare collections should also be incorporated, although it is recommended that each station have an attendant.

SHUTTLE-BUS SERVICE

To supplement the People-Mover System service, shuttle-bus service similar to the existing JTA "Spirit Special" routes will be established. These routes would extend from peripheral parking areas into the CBD, and should also circulate within the entire Downtown Areas to cover those areas not directly served by the People-Mover or regular bus service. These minibuses routes may be prototypes of eventual fixed-guideways if the Riverside and downtown areas develop sufficient trip demands.



ACOSTA BRIDGE ALIGNMENT

Figure 24 displays the five proposed shuttle-bus routes serving the Downtown Area and their interface with the AGT system. The Springfield area shuttle service would serve the residential neighborhoods to the east and west of the Hogan Creek Flood Plain including the Hogan Creek urban renewal, and interface with the two northernmost People-Mover stations. Shuttle-buses would provide 10-minute service each weekday.

The Confederate Park-Government Center Shuttle would serve the planned 208-unit high-rise residential tower for senior citizens, Confederate Park, several peripheral parking lots in the vicinity of State and Union Streets, the Cathedral Towers senior citizen neighborhood and the Government Center. Five minute service would be provided during peak travel periods and ten minute service other times. These shuttle buses would also provide direct access to the People-Mover station.

Three other shuttle-bus routes will be the South-

FIGURE 23
 STAGE I
 DOWNTOWN PEOPLE-MOVER
 SYSTEM HEADWAYS & CAPACITY

STAGE I (North Side) - Hospital/Medical Center to City Hall (9900 ft)

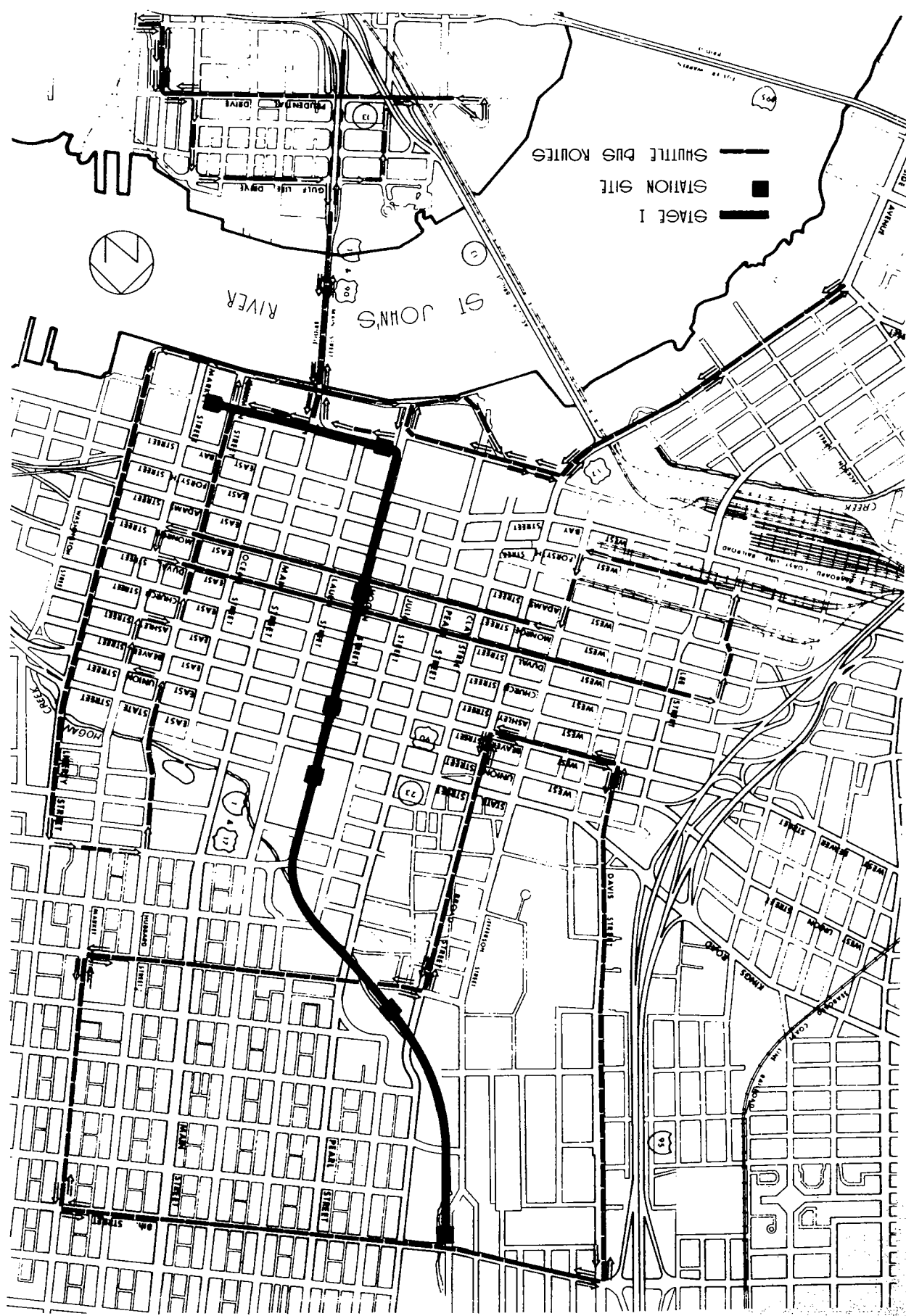
PERIODS OF OPERATION -- 6AM to 10PM

<u>Time Period</u>	<u>Headways</u>	<u># of Trains(Period)</u>	<u># of Vehicles(Period)</u>	<u>Capacity(hr)*</u>	<u>Capacity(peric</u>
6 am to 7 am	7.8	8	16	1600	1600
7 am to 9 am	3.1	39	78	3600	7800
9 am to 11 am	5.2	23	46	2400	4600
11 am to 2 pm	3.1	58	116	3600	11600
2 pm to 4 pm	5.2	23	46	2400	4600
4 pm to 6 pm	3.1	39	78	3600	7800
6 pm to 10 pm	7.8	<u>31</u>	<u>62</u>	1600	6200
		221	442		

* Note: Capacity stated is for one track - one direction of operation, and is based on standing to seating ratio of 1.5.

FIGURE 24

SHUTTLE BUS SERVICE



UUNNUNN AKA PEOPLE-MOVER
SYSTEM CAPITAL COST ESTIMATE (1976 DOLLARS)

STAGE I (North Side) -- Hospital/Medical Center to City Hall (9900 ft.)

CONSTRUCTION COST

Guideway	\$ 9,900,000
Utilities & Traffic	2,475,000
Power Distribution	1,485,000
Communication & Controls	2,735,000
Aerial Stations	5,600,000
Yards & Shops	600,000
	<u>22,795,000</u>

Sub Total Construction

<u>ENGINEERING & ARCHITECTURE</u>	1,367,700
<u>CONTINGENCY</u>	2,279,500

<u>ADMINISTRATION & LEGAL</u>	1,139,750
-----------------------------------	-----------

<u>SYSTEM TESTING</u>	683,850
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<u>VEHICLES</u>	5,000,000
-----------------	-----------

<u>START-UP/TRAINING/MANNING</u>	250,000
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Sub Total

Total Construction

<u>PARKING FACILITIES(Union at Beaver St., 8th at Jefferson)</u>	2,000,000
--	-----------

<u>RIGHT-OF-WAY (Parking at Union & Beaver)</u> (Portions of Guideway) (Air rights)	1,500,000
	1,000,000
	2,000,000

<u>PEDESTRIAN SKYWALK STATION ACCESS</u>	1,000,000
--	-----------

Sub Total

<u>TOTAL SYSTEM CAPITAL COST</u>	<u>\$ 41,015,800</u>
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West-Riverside, the Southside-northside and the East-West Downtown services, each providing five minute and ten minute service during peak and off-peak hours for 15¢ a ride.

FIGURE 26

CAPITAL AND OPERATING COST ESTIMATES

DOWNTOWN PEOPLE-MOVER
SYSTEM OPERATING COST (1976-1981 Dollars)

Figure 25 shows the estimated capital outlay for the Stage I People-Mover System at \$33,515,800 (in 1976 dollars). This excludes peripheral parking facilities, rights-of-way, and pedestrian skywalk station access facilities which total an estimated 7,500,000. This would be financed through City, State and private sources.

The City of Jacksonville is requesting that UMTA finance 80% of the \$33,515,800 figure or \$26,812,640. This amount is actually only a little over 65% of the total capital cost estimate. The estimated annual operating expense in 1981 would be \$1,313,396 and the 1981 annual revenue would be \$1,764,000 (See Figure 26). The estimated net operating income would be \$450,604 to the credit. These estimates are based on the 1981 patronage estimates and a base fare of 15¢.

Figure 27 illustrates the estimated annual operating and maintenance cost and revenue for the Stage I People-Mover System for 1981-1990. For the ten year period, the total operating cost and passenger revenue are estimated to be \$19,026,588 and \$29,665,400, respectively. Thus, the Stage I People-Mover System is estimated to net a profit of \$10,639,000 over its initial ten years of operation. This surplus would be used to improve and maintain the regional mass transportation system. If, however, there is any deficit in any year, the Jacksonville Transportation Authority through City financial support will provide the necessary funds to maintain and operate the system.

<u>STAGE I (North Side) --Hospital/Medical Center to City Hall (9900 ft.)</u>	
<u>OPERATING COST (1976 Dollars)</u>	
Guideway (Way & Structures)	\$ 198,000
Equipment	49,700
Power	49,700
Provision of Services	298,650
Injuries & Damages	73,500
General & Administration	224,325
TOTAL	\$ 893,875
<u>OPERATING COST(1981 Dollars)</u>	
1976 O & M increase 8%	\$1,313,396
per year to 1981	
<u>OPERATING REVENUES(1981 Dollars)</u>	\$1,764,000
<u>NET OPERATING INCOME(1981 Dollars)</u>	\$ 450,604
	(Surplus)

URBAN DESIGN AND ENVIRONMENTAL IMPACT

Before the location of the people-mover system plan was established in 1973, a comprehensive investigation was made of how a people-mover system would "fit" into the downtown environment. The environmental urban design investigation and analyses were

FIGURE 27
DOWNTOWN PEOPLE-MOVER

REVENUES/VERSUS OPERATING & MAINTENANCE COST			
Year	Operating Cost	Revenues	Net Income
1981(1)	1,313,396	1,764,000	450,604
1982(1)	1,418,467	1,876,680	458,213
1983(1)	1,531,945	1,981,320	449,375
1984(1)	1,654,500	2,077,920	423,420
1985(1)	1,786,860	2,166,480	379,620
1986(2)	1,929,809	3,745,000	1,815,191
1987(2)	2,084,194	3,865,800	1,781,606
1988(2)	2,250,929	3,973,200	1,722,271
1989(2)	2,431,004	4,067,200	1,636,196
1990(2)	2,625,484	4,147,800	1,522,316
TOTALS	19,026,588	29,665,400	10,638,812
(1)	.15¢ Fare	(2)	.25¢ Fare

presented in the Technical Report "CBD Alternatives Volume II, Urban Design Analysis" as part of the 1973 People-Mover Plan. Consideration was given to the type vehicle needed and its supporting guideway. Criteria were established to minimize

impact and maximize the harmonious interface of a system with its surrounding environment.

Impact of a people-mover system on the surrounding environment of some of the test routes was cause for rejection of that route even when other considerations favored its selection.

It should be emphasized that the study efforts, transportation planning and urban design analysis were carried out simultaneously, with continual feedback between the specialists working on each task.

The results of the Urban Design Analysis were combined with patronage estimates from the various test networks in the Travel Demand Analysis to derive a recommended People-Mover System. Thus, the conclusions and the recommended system reflect the combined results of both analyses.

It is interesting to note that these analyses tended to reinforce, rather than cancel, the major elements of the proposed system. The urban design analysis performed yielded the following primary conclusion:

- A) Major development goals of downtown Jacksonville, as presented in the various planning studies, can be efficiently and effectively served by a People-Mover System. Such a system can be closely integrated into planned activity centers to provide a new dimension of mobility to the CBD. The routes selected for recommendation fit into the surrounding urban activities with minimal disruption. In some cases, the people-mover could serve as a catalyst for early implementation of planned development.

B) The magnitude of future travel demands in the central area severely taxes the ability of downtown to handle expected volumes. Space requirements of the private automobile deter growth when saturation limits are reached. A People-Mover System could greatly alleviate anticipated congestion and do much to allow CBD growth in the manner envisioned for Jacksonville.

C) An automated fixed-guideway system with vehicles seating between 20-40 passengers was found to best meet the environmental needs of the downtown area. The physical impact of the vehicles and guideway structures was evaluated and found to be acceptable in the recommended system configuration.

IMPLEMENTATION OF FIXED-GUIDEWAY SYSTEM

During 1977 and the early part of 1978, detailed engineering and planning of the Stage I People-Mover System will be undertaken. The estimated time required for this planning, acquisition of funding, selection of a People-Mover System manufacturer and hardware, construction of the People-Mover System and actual opening for passenger operation is shown in Figure 28. Probable minimal time is about four years.

Since all of the Stage I route alignment and stations are within existing public rights-of-way, time required for land acquisition will be held to a minimum. Furthermore, the use of the St. Johns River and Jacksonville Port facilities in the downtown area should facilitate the construction of the pre-cast guideway. Thus, the total length of time for construction should be comparatively short.

Initial revenue passenger service is anticipated

in 1980, with 1981 being the first full year of operation.

FINANCE

Jacksonville has a long history of financial commitment to a coordinated land use and transportation program in the downtown area. This section outlines some of the financial techniques to be considered by the City of Jacksonville in funding its share of the People-Mover costs.

The AGT System and Current Development

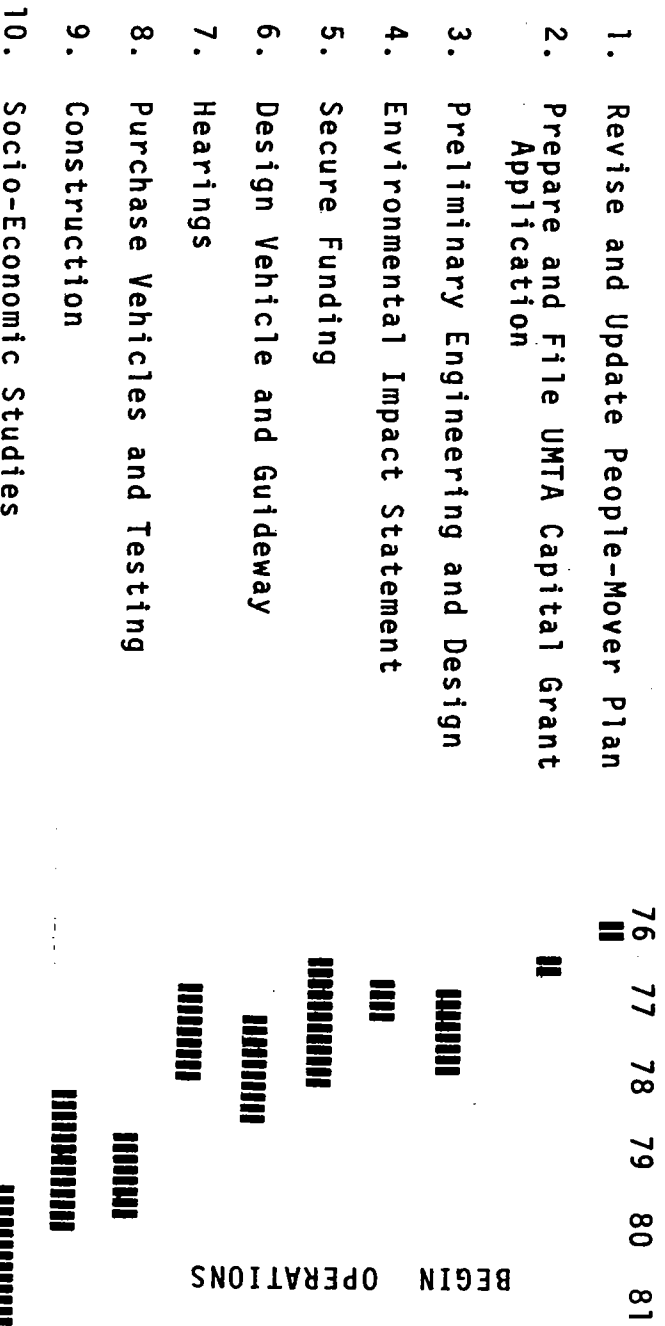
During the mid-1950's, over \$50 million was spent in creating riverfront parking facilities, a city hall, courthouse, a civic auditorium, Coast Line Drive, a new private high rise office building, a federal building, a major Sears and Roebuck Department Store and parking area, and a coliseum. These were just a few of the projects which are defined as the "Jacksonville Story" in the middle 1950's and the early 1960's.

With the creation of the consolidated government in 1968, there was a re-evaluation of Jacksonville's commitment to its downtown area. As a part of this re-evaluation the Jacksonville Area Planning Board and the Chamber of Commerce Downtown Council initiated the Downtown Plan. The Plan's recommendations, completed in 1971, were used as a basis to create the Downtown Development Authority which was assigned to implement the Downtown Plan.

Adopted in 1971, the Plan has been the basis for reinvestment in the central area. Private commitments since 1971 total \$450 million, of which \$200 million is on the boards or completed in the form of new office buildings and related uses. Public

FIGURE 28

STAGE I PEOPLE-MOVER SYSTEM IMPLEMENTATION SCHEDULE



building and utility investments during the same period totaled \$46 million.

Through 1981 an additional \$12 million is budgeted for public capital outlay projects in downtown. In addition to the capital investments already committed by public and private interests, another \$250 million of private investment has been announced.

Transit Commitments to the Central Area

Through the cooperation of the FDOT, which supplied \$100,000 to obtain five 16-passenger coaches and \$56,000 of operational subsidy, JTA began the operation of the first phase of the People-Mover System. Utilizing property owned by the JTA's highway section, peripheral parking lots were located adjacent to main corridors in the city.

With 10¢ coach fare and a 10-minute frequency, JTA had to make a major contribution to the operational cost. After the first year, the project was so successful that JTA has continued to contribute to the operational cost to the extent of \$200,000 annually. Ridership has increased, however, from 126 people the first day of service to the current level of over 1,700 daily patrons.

Development Financial Techniques and Sources

The following are the key developmental and financial techniques that might be employed, particularly at people-mover stations to strengthen committed and proposed projects and to generate new public and private investments in appropriate land uses.

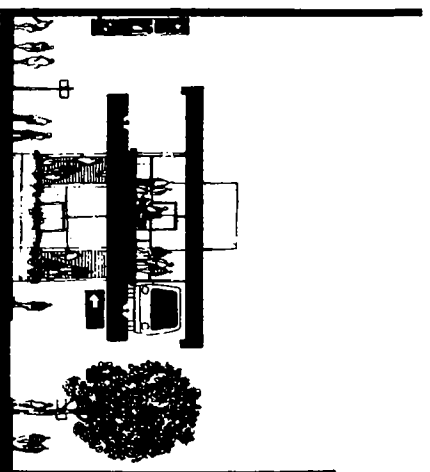
Develop/Hold - Build transit related facilities around stations and lease or rent such facilities.

Develop/Sell - Acquire land in fee simple, then sell surplus land as facilities.

Hold/Sell - Hold land parcels acquired for stations, then later, when development of these parcels meets appropriate public purposes, sell, subject to specific conditions.

Lease - Make long-term ground, air or subsurface rights leases for specific developments.

Participation - Make participation lease or acquire equity participation in joint development enterprises with others, public or private.



Tax Techniques - Use the newly enacted State of Florida tax incentive legislation when provision is made (to be voted on in November 1976). After amendment, the legislature must create the necessary legislation to serve Jacksonville. The legislation will allow tax abatement or the use of tax increment (marginal value) taxation to apply incremental taxes resulting from new development to retirement of improvement bonds issued against these incremental tax revenues.

Development District - Although there is no provision for a Florida city to create special development districts, the Jacksonville City Council may create a special district upon vote by the freeholders in the subject district. The Downtown Development Authority Act provides major implementation power upon City Council approval. This is potentially (as implemented through the City Council) a strong vehicle with bonding and development legal provisions.

Revenue Bonds - The City of Jacksonville's share of the capital cost can be provided through the use of non ad valorem revenue bonds. The City would sell revenue bonds based on gross revenues from the People-Mover system, and general operating funds could be pledged for any operating deficits. The currently received State of Florida 8th gas tax is also a source of capital or operating funds. The 9th gas tax is available for transit use in Florida, but it must be enacted through a local referendum.

Sales Tax - A local option sales tax is available for funding mass transportation projects after approval by public referendum.

State of Florida Department of Transportation - Florida's DOT will fund at least 50% of the local share of capital costs of the people-mover system. In the past the State of Florida has never reneged on payment of its share of a capital grant contract for transit.

Figure 29 illustrates one possible method of financing the local 10% share of the \$33,265,800 capital cost for the Stage I AGT system financed over a 10 year period with a 7% bond. The 10 year cost would amount to \$5,561,909. The estimated 1981-1990 AGT system revenues less the operating costs is \$10,638,812. Thus, the net 10 year income meets the 10 year amortized local cost with a surplus of \$5,076,903.

FIGURE 29 DOWNTOWN PEOPLE-MOVER CAPITAL COST ANALYSIS (80% UMTA FUNDED)

	Total System Cost	80% UMTA	10% State	10% Local
Stage I	33,265,800	26,612,640	3,326,580	3,326,580
LOCAL SHARE AMORTIZED OVER 10 YEAR PERIOD AT 7% BOND FINANCING				
	<u>Local Share</u>	<u>Annualized Cost</u>	<u>10 Year Cost</u>	
Stage I	3,326,580	556,191	5,561,909	
OPERATING COST/VERSUS REVENUES (1981-1990)				
	<u>O & M Cost</u>	<u>Revenue</u>	<u>Net Income</u>	
Stage I	19,026,588	29,665,400	10,638,812	
NET 10 YEAR INCOME MEETS 10 YEAR AMORTIZED LOCAL COST WITH SURPLUS OF \$5,076,903.				

RECENT DOWNTOWN PUBLIC AND PRIVATE DEVELOPMENT PROJECTS

The following is a list of the major development projects called for in the Downtown Revitalization Program and others announced since 1971.

Downtown Street Improvements

- 1) Main-Ocean Streets Ramp -- construction begun July, 1975.
- 2) Independent Drive (Water Street) between Laura and the Main Street Bridge -- Construction completed May, 1975.
- 3) Main Street from Bay to State Street -- three lanes one-way south with new sidewalks, street lights and traffic signals. Construction began January, 1975.
- 4) Study design of the second level walkway system commenced May, 1975.
- 5) Design of Main Street furnishings and landscaping commenced May, 1975.
- 6) Laura Street between Bay and Water -- minor change in elevation and modifications to provide entry to adjacent property. Construction completed in January, 1975.
- 7) Survey and preliminary engineering on Downtown Loop -- Ocean, Beaver, Ashley, Julia, Pearl and Bay. Survey work and engineering near completion. This work necessary to initiate engineering and construction.
- 8) Coast Line Drive Extension -- engineering survey work complete. Extension appears to be physically feasible. (From Seaboard Coast

Line Building to I-95).

- 9) Acosta-Riverside Interchange -- design for improvement in connection with Downtown street improvement program. Recommendations made in early 1976.
- 10) Hogan Street between Riverfront and Ashley Street -- design concepts for the improvement of Hogan Street underway.
- 11) Shuttle Bus System -- Jacksonville Transportation Authority and the Downtown Authority are cooperating with State DOT on the establishment of peripheral parking and a shuttle bus system.
- 12) Riverfront Parking Feasibility Study -- Voorhees/Conrad joint venture consultants. Draft of feasibility complete. This parking facility will provide the base for the Riverfront activity center. The financial feasibility study recommends location for other parking structures and a ten-year parking investment plan in connection with the people-mover program.

This feasibility study is designed to assist the Authority in preparing a financial program for construction of future parking facilities in Downtown Jacksonville. The consultants' work takes into account Jacksonville's transit plans and existing and proposed private parking facilities to be constructed in downtown. This study stresses the importance of the riverfront hotel in providing the off-peak parking activity and necessary revenues which make the parking facility and activity center financially feasible.
- 13) Trunk Sewer Intercept line along the riverfront -- completed in 1975.

- 14) Riverside sanitary force main started Spring 1975.
- 15) Rehabilitation of Downtown domestic and fire water lines -- completed Spring 1975.
- 16) Design for improvements to approximately 15 downtown intersections underway by DOT.

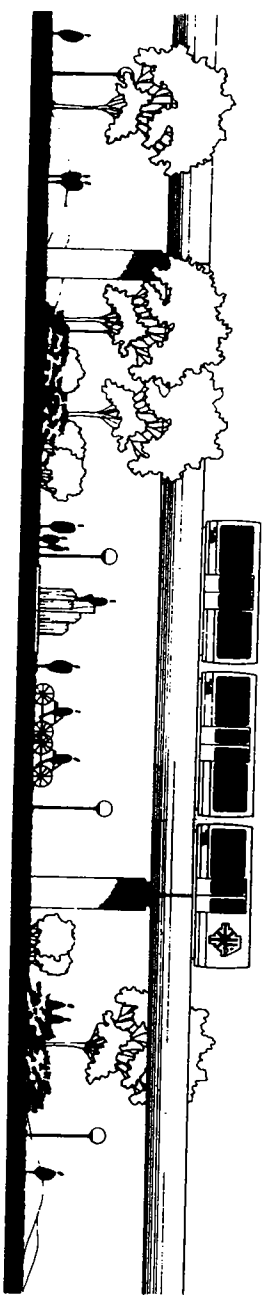
Building Activity Completed, Announced or Underway - Public and Private

- 1) First Baptist Church Sanctuary (seating capacity 3,300) and Elevated Pedestrian Way -- completed 1976 \$6,000,000.
- 2) Police Administration Building -- Under construction \$11,000,000.
- 3) Riverfront Parking Structure and Upper Level Activity Center -- Revenue Bond Feasibility.
- 4) Riverfront Convention Hotel -- 450 Rooms.
- 5) Seaboard Coast Line River Center Project -- \$60,000,000.
- 6) Charter Office Building -- 200,000 square feet.

- 7) St. John's Place; hotel, office, retail and residential complex -- \$250,000,000.
- 8) Florida Junior College Downtown Campus -- 15,000 students -- \$15,000,000.
- 9) State Regional Service Office Building -- \$11,000,000.

Recently Completed

- 1) 37-story Independent Life Office Tower -- Completed 1975.
- 2) 18-story Atlantic Bank Office Building -- Completed 1975.
- 3) 20-story Blue Cross-Blue Shield Center -- Completed 1973.
- 4) 9-story Barnett-Winston Building -- Completed 1974.
- 5) Cathedral Manor Residential Towers (1200 senior citizens) -- Completed 1975.
- 6) Jacksonville Dry Docks Office and Facilities.



LINEAR PARK

- 7) Baptist Hospital Complex and Parking Structure.
- 8) 12-story Blackstone Building.
- 9) 6-story renovation of Hemming Park Building.
- 10) Renovation, William Morgan Building.

There are a number of other projects in discussion stages which require more study before announcement. Such projects include possible new parking facilities and renovation of older structures.

BENEFITS ACCRUED FROM AGT SYSTEM

The decision to develop and implement an automated guideway transit system serving the downtown area will directly or indirectly affect the daily lifestyle of most Jacksonville citizens. What type and annual value of benefits could the average citizen expect to receive from this capital investment? Does the proposed Stage I AGT system have the capability to generate a positive economic return on the total capital investment required? How well does the total cumulative benefits compare to the total capital costs of the system? What is in the future for Jacksonville if a "do nothing approach" is followed?

Answers to these questions as well as others are critical. At present, a detailed analysis of the potential induced regional and community benefits of the AGT system has not been completed. However, benefit-cost evaluation will be part of the preliminary engineering and design program, as well as the socio-economic studies during the initial years of system operation.

Because of the value of a benefit-cost analysis, a preliminary analysis was undertaken by the Mayor's

People-Mover Task Force. Figure 30 illustrates a portion of the quantifiable benefits accruing from the Stage I people-mover system. Only 5 parameters were used to estimate the cumulative benefits over the 1981-2000 period. Hence, the \$6.81 of benefits for each \$1.00 of capital investment is conservative. Other benefits could reasonably supplement this report and will be shown in later studies.

The quantifiable benefits estimated for 1981, 1990 and the 1981-2000 period were:

- 1) long-term and short-term parking cost savings for persons using peripheral parking lots served by the AGT system,
- 2) Automobile operating cost savings for persons who park at the peripheral lots rather than park within the core area,
- 3) Parking and auto operating cost savings for persons who divert from their auto to mass transit due to the AGT system,
- 4) reduced annual bus transportation operating subsidy due to the AGT system, and
- 5) time savings benefits for bus patrons who utilize the AGT system.

Other benefits not quantified for this analysis include:

- 1) time savings benefits for auto and truck drivers within the CBD,
- 2) reduced pedestrian and vehicular accidents,
- 3) reduced cost of auto insurance,

FIGURE 30
 QUANTIFIABLE BENEFITS ACCRUING FROM STAGE I PEOPLE-MOVER SYSTEM
 (only 5 parameters used)

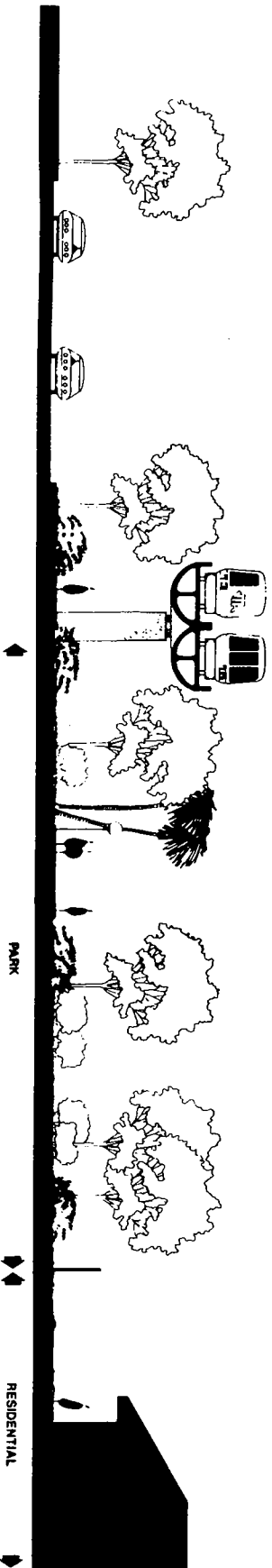
	Benefits Accruing from People-Mover System 1981	Benefits from System 1990	Cumulative Benefits from System 1981-2000
1. Parking cost savings for persons who use peripheral parking lots	\$ 352,500	1,015,000	16,302,500
2. Auto operating cost savings for persons who use peripheral lots	46,750	121,500	1,998,250
3. Parking and auto operating cost savings for persons who divert to transit	1,531,000	2,862,000	49,813,000
4. Reduced bus operating subsidy	1,200,000	3,200,000	53,600,000
5. Time savings benefits for bus riders who utilize people-mover system	<u>4,609,375</u>	<u>9,010,333</u>	<u>157,723,000</u>
TOTAL QUANTIFIABLE BENEFITS	\$ <u>7,739,625</u>	<u>16,208,833</u>	<u>279,436,750</u>
Stage I capital costs (1976 dollars)		\$ 41,015,800	
Benefit/cost ratio			\$ 6.81 of benefits for each dollar of capital cost

(1) Other benefits not quantified above include time savings to auto and truck drivers within downtown CBD; reduced pedestrian and vehicular accidents; reduced cost of auto insurance; improved vitality of CBD; improved life style; improved mobility of transit-dependent residents; decreased air and noise pollution; reduced energy consumption; others.

- 4) improved vitality and "liveability" of the downtown area,
- 5) improved mobility of transit-dependent residents,
- 6) decreased air and noise pollution,
- 7) reduced energy consumption; and
- 8) increased mobility of handicapped persons.

Also, not included is the additional tax base generated by the AGT system which will significantly contribute toward the revitalization of downtown Jacksonville, as well as enhance the entire community.

Jacksonville allows for a "do nothing" approach, vastly improved highway, freeway and bridge systems will be required. This will be more costly



than the incurring benefits of an AGT system. This alone will not contribute to the orderly suburban growth and aid in reducing the amount of "leap frog development." It will further intensify the potential additional need and cost to construct additional utility distribution systems (i.e. gas, water, and sewer mains, and electric and telephone lines) to serve the region's future population and employment. Other per capita cost for future population growth will influence the outlay required for public works, public safety and general services. The "do nothing" approach does nothing to assist transportation dependents and handicapped, nor does it assist in the improvement of the vitality of regional activity centers. A total transportation system is a dominant shaping force of the urban development. Jacksonville needs the AGT system to provide a balanced or multimodal, transportation system that will maintain and improve its vitality, as well as effectively accommodate the present and future travel demands of the Jacksonville people.