



JACKSONVILLE
TRANSPORTATION
AUTHORITY

**Connected Jacksonville:
Smarter Mobility,
Economic Impact &
Lessons for Florida**

William Frazer
VP/Chief
Innovation Officer

2025 FAV Summit
November 6, 2025



JACKSONVILLE
TRANSPORTATION
AUTHORITY

SKYWAY DECISION POINT

THE CROSSROAD

Skyway Advisory
Group

Recommendation:

Keep, Modernize and
Expand

Adv	- Integrated with future JRTC - Signature System unique to Jacksonville	- Can build off Downtown FCF infrastructure - Generally less costly
Overhaul	- Adds 15 years useful life	- Dedicated lanes that remove road calming effect on traffic in Downtown
New Vehicles	- Extends life of system 20 to 40 years (with mid-life overhaul) - Supports potential extensions	- Vehicles and equipment common in transit - Vehicles readily available and easier to maintain - Vehicles could operate on alternative fuel - Vehicles maintained at same maintenance as bus fleet
Ages	- Likely to be seen as intrusive for extensions to adjacent neighborhoods - Skyway Technology is obsolete and maintenance is costly - Limited procurement competition - High cost of extending system - Lacks flexibility to easily and quickly respond to changing conditions - Higher O&M costs than other options - As system ages, cost of maintaining infrastructure will increase	- Operations in mixed traffic reduce speed and reliability - River crossing may not be feasible resulting in severed Northbank and Southbank circulator system - Rail crossing creates limits in accessibility to San Marco area on Southbank - Providing dedicated lanes will likely reduce capacity of existing roads or require costly right of way - As system ages, cost of maintaining infrastructure will increase
Ages	- Operations in mixed traffic reduce speed and reliability - River crossing may not be feasible resulting in severed Northbank and Southbank circulator system - Rail crossing creates limits in accessibility to San Marco area on Southbank - Providing dedicated lanes will likely reduce capacity of existing roads or require costly right of way - As system ages, cost of maintaining infrastructure will increase	- Operations in mixed traffic reduce speed and reliability - Providing dedicated lanes greatly increases cost and will require planning and coordination with FTA, FDOT and COJ and other local agencies - Providing dedicated lanes will likely reduce capacity of existing roads or require costly right of way - Economic development may be limited although case studies show BRT with dedicated lane does support TOD - Cost differential between fixed guideway and streetcar options is reduced if providing dedicated lanes

Memo

To: JTA Skyway Subcommittee Directors
From: Nathaniel P. Ford, Sr.
Chief Executive Officer
Date: September 11, 2015
Subject: Skyway Advisory Group

This is provide you with an update on the plans related to the Skyway Subcommittee. This is to present a recommendation to the full Board at the December 10, 2015 Board Meeting on the future of the Skyway.

An Advisory Group to the Skyway Subcommittee has been created which is composed of professionals and community members who have agreed to serve in this capacity as an Advisory Group to the Skyway Subcommittee. The letter from the JTA Skyway Subcommittee is attached as well as a letter from Isaiah Rumlin as the JTA Skyway Subcommittee thanking everyone for their participation. The letter outlines the role of the Advisory Group and a timeline. The first meeting will be on September 28, 2015 at the Skyway Operations Building and will begin with an overview of the role of the Advisory Group and a timeline. The first meeting will provide everyone a better understanding of the discussions and decisions as we move forward in determining the future of the Skyway.

Do not hesitate to contact me if you have any questions or would like to discuss as we move forward in determining the future of the Skyway.

Jacksonville Transportation Authority
Chief Executive Officer



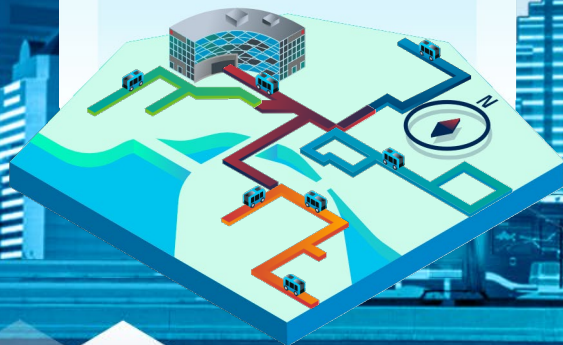


JACKSONVILLE
TRANSPORTATION
AUTHORITY

U²C PROGRAM

The Ultimate Urban Circulator (U²C) is a comprehensive program to modernize and expand the Skyway and introduce autonomous vehicles (AVs) into JTA's transportation system. By transforming the current Skyway, extending the reach within the urban core through the Bay Street Innovation Corridor and expanding beyond into adjacent neighborhoods, U²C supports the vision of a vibrant, revitalized and better-connected Downtown Jacksonville.

U²C Program



INNOVATIONWORKS





JACKSONVILLE
TRANSPORTATION
AUTHORITY

U²C PROGRAM





JACKSONVILLE
TRANSPORTATION
AUTHORITY

BAY STREET INNOVATION CORRIDOR (BSIC)

Balfour Beatty



beep

SUPERIOR

ETM
ENGLAND-THIMS & MILLER



GRAYLINE

URBANS DK

Kimley»Horn

January 2022
Phase I Start

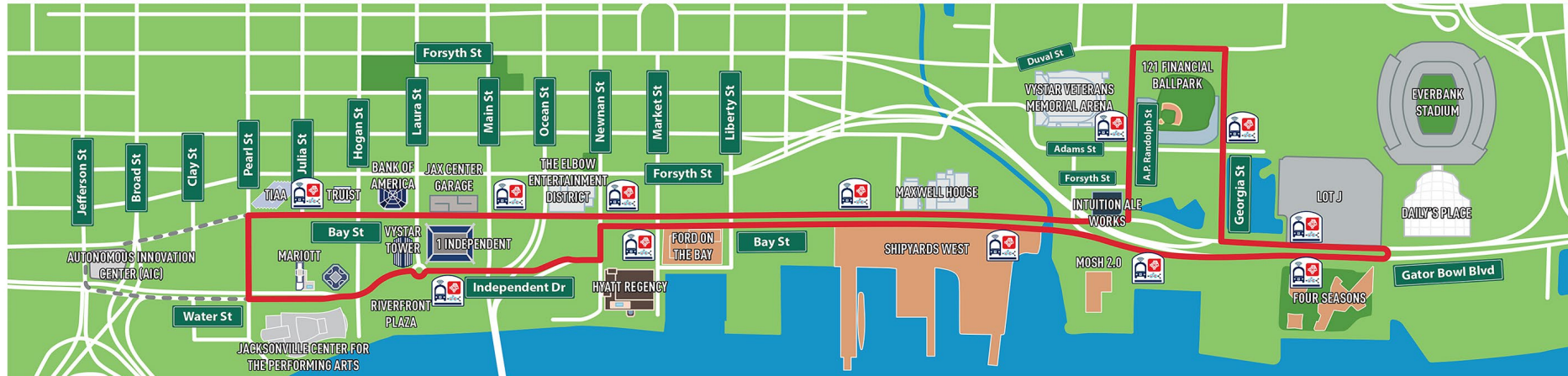
August 2022
Phase IA 30% Design

March 2023
Phase IB 60% Design

June 2023
Phase II Start

June 2025
Phase II Finish

June 2025
Phase III – AV
Operations





JACKSONVILLE
TRANSPORTATION
AUTHORITY

WORKFORCE DEVELOPMENT



- **K-12 STEM Education**
- **Colleges & Universities**
 - **Signed MOU with FSCJ:**
 - Automotive Internship
 - Curriculum development for employee upskilling
 - Curriculum development for autonomous vehicle operations and repairs
 - **Internship Program**
- **Upskilling Current Workforce**
 - **BEEP/JTA Collaboration:**
 - Working with BEEP's HR team to mirror current training for certain positions related to autonomous vehicles operation and monitoring



JACKSONVILLE
TRANSPORTATION
AUTHORITY

The background of the slide is a faded, light-colored image of the Jacksonville Transportation Authority's main building, which features a large glass facade and a modern architectural design. In the foreground, there are elevated transit tracks with a bus and a tram visible. The sky is blue with some clouds. A large, stylized blue arrow graphic points to the right across the top of the image.

beepTM



JACKSONVILLE
TRANSPORTATION
AUTHORITY

The next generation of mobility

Beep is the leader in the **deployment of purpose-built autonomous shuttles** in the United States.

Our Partnerships with **multiple vehicle OEMs and ADS developers** enable us to provide the most technologically-advanced platforms in the market.

Beep's AutonomOS™ software technology, designed to be compatible with common data protocol, provides AI-assisted human supervision for passenger safety and service governance.

Integrating Beep's software solution with a leading ADS developer and an automotive-grade autonomous shuttle enables a powerfully **scalable, flexible autonomous vehicle platform** designed to safely meet the dynamic needs of a growing community.



ADASTEC

in mobileye™

OXCI





JACKSONVILLE
TRANSPORTATION
AUTHORITY

Broad Range of Use Cases



Campuses

Autonomous campus shuttles provide connections from remote parking lots, between buildings, and to offsite services



Airports

A Clean, affordable option to light and rail and APM extensions helps connect staff and passengers to terminals, services and the world



Communities

Connect your residents to goods and services while reducing congestion and parking infrastructure requirements



Public Transit

Integrate autonomous micro-mobility into multi-modal transit operations or provide micro-transit services that extend reach and ridership





JACKSONVILLE
TRANSPORTATION
AUTHORITY

Leader in the deployment of purpose-built autonomous shuttles in the United States



📍 Active
📍 Previous



Jacksonville Transportation Authority



Public Sector | Urban

Jan 2020 - Ongoing

First AV Revenue Service Public Transit Project in the United States
Ultimate Urban Circulator (U²C): Comprehensive project to introduce AVs into Jacksonville's transportation system
Phase 1: **Three-mile mixed traffic route** connecting residential, business areas and sports and entertainment complex
Further phases included **conversion of existing skyway into elevated AV roadway** and neighborhood extensions

"Those communities that prepare themselves for this new technology will be the communities that can leverage it for economic development, helping our customers travel more efficiently, and most importantly, they need to do it safely."

Nathaniel P. Ford Sr
CEO, Jacksonville Transportation Authority



JACKSONVILLE
TRANSPORTATION
AUTHORITY

HOLON



New HOLON Facility in Jax

- **Holon Vehicles:** Presented to American Public Transit Association 2025 Conference.
- Next Generation of Autonomous Vehicles, planned to be on the road in 2027.
- **Holon Manufacturing Facility:** JTA's leadership attracted a \$100M investment for Holon's first U.S. plant in Jacksonville, creating hundreds of jobs and serving as a tech export hub for Florida and the U.S.



JACKSONVILLE
TRANSPORTATION
AUTHORITY

WHY JACKSONVILLE?



20min to JAX Airport



7min to JAXPORT



1min to Beltway 295



Railway connection



Operational Infrastructure

Autonomous Fleet Management,
Remote Monitoring, Software Updates,
and Safety Operations



Workforce Development

Highly technical aspects in manufacturing
and advanced technologies, i.e., FSCJ

HOLON

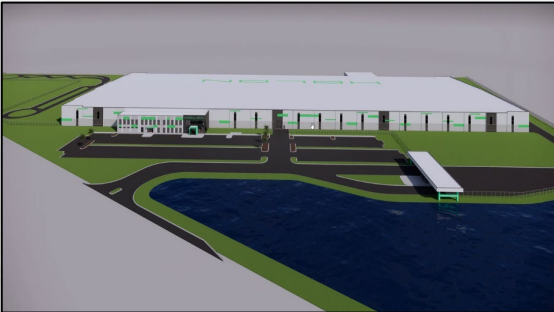


JACKSONVILLE
TRANSPORTATION
AUTHORITY

GERMAN ENGINEERED - AMERICAN MADE

HOLON

HOLON Manufacturing Plant in Jacksonville, FL



-  20min to JAX Airport
-  7min to JAXPORT (Sea Freight)
-  1min to Beltway 295
-  Railway connection possible

Building: 585,000 sq ft

Land Size: 38 acres

Investment: >\$100,000,000+

New Jobs: >150 (1-Shift)

Total Value Chain Jobs: >1,000

Start of Production: Q3-2027

Annual Production: 5,000 units (1-shift)



JACKSONVILLE
TRANSPORTATION
AUTHORITY

ECONOMIC IMPACT ON JACKSONVILLE

HOLON

\$200M+

during construction
phase

\$87M/yr.

in operational
output

800+

jobs created,
directly and
indirectly

**\$1 invested →
\$2 local
impact**

Broader Economic Benefits:

- Positions Jacksonville as a hub for autonomous mobility manufacturing
- Attracts new suppliers and technology partners to the region
- Enhances workforce skills through patronships with local college and trade schools
- Benefits real estate, healthcare, and professional services.

Source: Coggin College of Business, University of North Florida





*Thank
You!*



JACKSONVILLE
TRANSPORTATION
AUTHORITY