



JACKSONVILLE
TRANSPORTATION
AUTHORITY

1. Who was the target audience for this entry?

The Jacksonville Transportation Authority (JTA) developed a brochure to bring awareness to stakeholders, government leaders and local, regional and national transportation officials that the JTA is testing a cutting-edge autonomous vehicle, the Ultimate Urban Circulator or U²C. The state-of-the-art concept would change the game in public transportation in Jacksonville and position the Authority for the future. The target audience is expected to play a role in providing funding to further test and/or launch the vehicle and put the JTA in a better position to compete for grants.

2. What was the situation/challenge that necessitated creating this entry?

The situation or challenge facing the JTA was what to do with an aging elevated people mover, the iconic JTA Skyway, one of only five built in the United States. After a comprehensive study with public and private involvement, the JTA decided to test the feasibility of using driverless vehicles to quickly and safely transport customers to and from downtown Jacksonville to surrounding neighborhoods, utilizing existing Skyway tracks. After receiving funding to build a test track and inviting the public to take a ride, the JTA developed the brochure to reach a broader, executive-level audience to educate and inform them about the high-tech initiative.

3. What was the strategy/objective of this entry?

The objective of the U²C brochure was to concisely and graphically present all of the work and planning the JTA has done with the U²C initiative – from research to system planning, developing technology roadmaps, reviewing financial considerations and the impact on the JTA workforce now and in the future. Additionally, the objective was to create an awareness to better position the program for funding opportunities in the future.

4. What results/impact did this entry have?

The brochure resulted in showcasing the JTA's vision and mission for the U²C initiative and raised awareness that the JTA is positioned not only for now, but in the future. The Authority is leading the discussion on technology innovations that can make travel faster, while maintaining safety and affordability. As the mobility paradigm shifts in the 21st century and transportation authorities work to develop a variety of options to take people where they want to go, autonomous vehicles might be a concept whose time has come. If it is, the JTA will be among the first to implement it and the brochure shows it is serious.

5. Why should this entry win an APTA AdWheel?

The U²C booklet should win a First Place APTA AdWheel Award because it showcases where the transportation industry is going in the near and distant future. Transportation authorities used to be solely focused on making sure buses and trains, ran on time. The JTA is going beyond the norm and pushing the limits to make public transportation safe convenient, reliable and affordable for a diverse citizenry. It has implemented or tested practically every high-tech innovation in the industry to enhance the public transportation experience. The booklet brought awareness of an award-worthy concept to an audience who can provide the funds to make it a reality. That deserves an award.



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U²C
Transit Needs
Print Media

Category 3



U2C Campaign