



JACKSONVILLE
TRANSPORTATION
AUTHORITY

“J” Magazine

Educational Effort

Print Media

Category 2

1. Who was the target audience for this entry?

The Jacksonville Transportation Authority (JTA) created advertisements for “J Magazine,” a quarterly publication widely read by Jacksonville business, civic and government leaders, urban dwellers such as millennials and baby boomers, and developers and investors interested in revitalizing the city’s urban core. The JTA used the magazine as a vehicle to promote the initiatives the organization has underway to transform transportation in Jacksonville.

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

The situation or challenge that led to the creation of the ad was that the JTA, like transportation authorities throughout the U.S., is seeking funding, support and public-private partnerships to enhance mobility and connectivity throughout the region. Bringing residents from all parts of Northeast Florida to Jacksonville’s urban core downtown is also part of the JTA’s mission. Since “J Magazine” is focused on capturing and chronicling the rebirth of downtown, the JTA greatly benefitted by using the ad as an opportunity to showcase what it has underway.

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

The JTA’s strategy or objective for the “J Magazine” ads was to use the free, earned advertising to highlight construction of the Jacksonville Regional Transportation Center and the opening of Phase 1, the Intercity Bus Terminal with Greyhound as its first partner; the modernization of the iconic JTA Skyway and the building of a test track to study the safety and feasibility of an Ultimate Urban Circulator, or U²C, an autonomous vehicle. The advertising was also a way to show greater Jacksonville that the JTA is thinking miles ahead on multi-modal options to enhance connectivity and mobility now and in the future.

4. What results/impact did this entry have?

The results of the ads were phenomenal. The Authority received countless inquiries from business leaders and downtown stakeholders eager for more information and wanting to know how the public and private sectors could participate. The ads also underscored that the JTA’s vision and mission is to meet the public’s demand for safe, reliable modes of transportation. The JTA CEO, Nathaniel P. Ford Sr., was subsequently featured in the spring 2018 issue of the magazine. In July 2018, the publication ran an editorial commending the JTA for ‘thinking big.’ The magazine also credited the CEO with making ‘impossible dreams come true.’ The positive results from the ad were, perhaps, greater than if the Authority had paid thousands of dollars to take out ads of that size on its own budget.

5. Why should this entry win an APTA AdWheel?

The JTA’s free, earned ‘J’ Magazine advertisements deserve an AdWheel Award because they prove that working in collaboration with other entities, in this case the media – often referred to as the 4th Estate because of the influence it has on public policy – can be very beneficial. It was a unique way for the Authority to showcase its accomplishments, outline its plans and build excitement and consensus around public transportation, a service that is so vital to the quality of life and economic growth of a city. The ads also solidified the JTA’s position as a regional leader in the discussion about how best to develop a sustainable transportation system that meets the needs of a diverse citizenry.



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"By building on our past and partnering with our stakeholders, JTA will improve Jacksonville's quality of life with transportation options that allow citizens to live, work and play well into the future."
-JTA CEO Nathaniel P. Ford Sr.

Keep, Modernize and Expand...

The Ultimate Urban Circulator, or U²C, will implement emerging autonomous transit technology while utilizing the existing Skyway infrastructure. Connecting people and places in and around Downtown, including expansion into neighboring communities, the U²C will offer mobility options and enhance economic development.
[Find out more at u2cjax.com](http://u2cjax.com)



"We are building this regional transportation center for the community and our customers and it is an exciting time to be in Jacksonville."
-JTA CEO Nathaniel P. Ford Sr.

An icon is rising...

JTA's Jacksonville Regional Transportation Center (JRTC) represents the fulfillment of a visionary plan to enhance mobility, while building communities and preserving Jacksonville's rich heritage. The JRTC will connect local, regional and intercity transportation services in one location in the historic LaVilla neighborhood in Downtown. Find out more at jtafta.com.