



JACKSONVILLE
TRANSPORTATION
AUTHORITY

JRTC Opening Campaign

Educational Initiative

Comprehensive Campaign

Category 3

1. Who was the target audience for this entry?

The Jacksonville Transportation Authority (JTA) targeted the entire city of Jacksonville and Northeast Florida for the Grand Opening of the Jacksonville Regional Transportation Center at LaVilla, a one-of-a-kind regional facility.

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

The JTA's May 4, 2020, opening of the Jacksonville Regional Transportation Center (JRTC) at LaVilla, was a historic day that changed the game in transportation for the Authority, its' customers and the Northeast Florida community, particularly people residing in Baker, Clay, Duval, Nassau and St. Johns counties. The premier multi-modal hub is also home to the JTA's administrative headquarters.

Before the opening, the JTA developed a phased awareness and educational campaign to educate and inform the community about the facility itself and the transition of routes from Rosa Parks Transit Station. Due to the COVID-19 pandemic, the JTA had to change the grand opening schedule from late March to early May to allow the Authority to implement safety measures in accordance with health guidelines.

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

The strategic approach for the opening was to develop a phased awareness campaign broken into four strategic parts to inform, engage, educate, and issue a call to action for JTA employees, customers and the community to learn more about the JRTC, JTA route transitions and the headquarters relocation by visiting the JRTC microsite.

Phases were: It's Coming (to alert the public); It's Almost Here (to generate excitement); It's Upon Us (the final countdown); and Relocation Rollout (time to go!). By implementing a phased approach instead of a one-time blitz, the JTA was able to sustain interest in the JRTC opening and keep key stakeholders aware of critical deadlines, even during a challenging spring when the Authority's focus was on providing a safe and secure system due to COVID-19.

4. What results/impact did this entry have?

(e.g. increased ridership, higher sales, greater public awareness, etc.)

The Grand Opening campaign was very successful. Between December 2019 and May 2020, the JTA's social media channels, (comprised of Facebook, Instagram, Twitter, the JTA website and LinkedIn), reached nearly 2 million users with only minor use of targeted, paid promotions. That is in addition to free and earned media coverage through local, regional and national media outlets. The JRTC microsite received thousands of views. The social media strategy was a two-year campaign that focused on education and construction updates, the various modes of service, preparing customers for transition and finally, sustained awareness. Due to COVID-19, the JRTC at LaVilla opened on May 4 instead of March 31, which required a substantial amount of communication on social and traditional media channels.

5. Please tell the judges why this entry was submitted and why it should win an AdWheel Award.

The opening of the Jacksonville Regional Transportation Center at LaVilla reflects a new mobility paradigm in Northeast Florida and meant the Rosa Parks Transit Station would no longer be Jacksonville's main transportation hub. Ensuring that all stakeholders were well informed about the latest changes was paramount. The JTA accomplished that despite the challenges resulting from COVID-19 health and safety guidelines.



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THE JTA IS MOVING!

Starting **March 30, 2020**, the Rosa Parks Transit Station will no longer be the main JTA terminal.

Get up-to-date information at jrtc.jtafla.com | JTA Customer Service (904) 630-3100

Connecting You To The Region



THE JTA IS MOVING! to the JRTC at LaVilla



Starting **March 30, 2020**, the Rosa Parks Transit Station will no longer be the main JTA terminal.

Most routes will operate from the Jacksonville Regional Transportation Center at LaVilla (JRTC).

Routes 10, 19, 86 and the First Coast Flyer Red Line (109) will continue to operate from the Rosa Parks Transit Station.

Get up-to-date information at jrtc.jtafla.com
JTA Customer Service (904) 630-3100

Connecting You To The Region

Phase I - JTA is Moving Campaign



THE JTA IS MOVING! What You Need To Know

- 1. What is the Jacksonville Regional Transportation Center at LaVilla (JRTC)?**
The JRTC is the JTA's new mobility hub and administrative headquarters, located in historic LaVilla across from the Prime F. Osborn III Convention Center. The complex will serve as JTA's main transportation hub and bus transfer facility.
- 2. When does the JRTC open?**
The JRTC opens on March 30, 2020.
- 3. What will happen to the Rosa Parks Transit Station?**
Most JTA bus routes will move to the JRTC when it opens. Only routes 10, 19, 86 and the FCF Redline (109) will have stops at the Rosa Parks Transit Station.
- 4. When will new schedules and route information be available?**
New schedules and route changes will be made available as soon as they are finalized. Check www.jtafla.com or contact JTA Customer Service at (904) 630-3100 for up-to-date information.
- 5. How will I purchase fares at the JRTC?**
The best way to purchase fares is by using the MyJTA app. However, you can also purchase fares using a Ticket Vending Machine or at JTA Customer Service Department located on the first floor of the JRTC.

Connecting You To The Region

- 6. How safe is the JRTC?**
Your safety is our top priority! The JRTC is equipped with the latest security technology and staffed with trained security professionals.
- 7. What JTA transportation services can I use at the JRTC?**
As the JTA's main mobility hub, the JRTC will connect you to:
 - Regular and express bus routes
 - First Coast Flyer routes
 - The Skyway
 - Regional Services
 - Rideshare and sponsored micro-transit services
 - Greyhound, Megabus and RedCoach via the Intercity Bus Terminal
- 8. Where is Customer Service located at the JRTC?**
Customer Service and Lost and Found departments will be located on the first floor near the main entrance.
- 9. Where will I get picked up and dropped off at the JRTC?**
The designated pick-up and drop-off area is located along W. Bay Street across from the Prime F. Osborn III Convention Center.
- 10. What amenities are at the JRTC?**
The JRTC features the latest in technology to help you plan, purchase and board your ride as easy as possible. Amenities include:
 - Complimentary Wi-Fi
 - Real-time monitors and digital signage
 - Interactive customer kiosks
 - Indoor and outdoor waiting areas with charging stations
 - Covered bus bays
 - Public meeting space
 - Original artwork and historical markers
 - Access to the Skyway at LaVilla station
 - An environment-friendly facility
- 11. Can I smoke at the JRTC?**
No. The JRTC is a tobacco, alcohol and drug-free facility. Smoking or vaping any tobacco or marijuana products is strictly prohibited.
- 12. Where can I find more information about the JRTC?**
Visit jrtc.jtafla.com to learn everything you need to know about the JRTC.



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JRTC Opening Campaign Educational Initiative Comprehensive Campaign

Category 3

CONNECTING YOU TO THE REGION

THE JTA IS MOVING!

What You Need To Know

FREQUENTLY ASKED QUESTIONS

- 1. What is the Jacksonville Regional Transportation Center at LaVilla?**
The Jacksonville Regional Transportation Center at LaVilla (JRTC) is the JTA's new mobility hub and administrative headquarters, located in historic LaVilla across from the Prime F. Osborn III Convention Center. This five-acre complex will serve as Jacksonville's main transportation hub and bus transfer facility. The facility will have 21 bus bays, areas for rideshare and connections to the Skyway and Intercity Bus Terminal to board Greyhound, Megabus and RedCoach lines.
- 2. When does the JRTC at LaVilla open?**
The JRTC at LaVilla opens on March 30, 2020.
- 3. What will happen to the Rosa Parks Transit Station?**
The JRTC will impact most JTA customers, especially those who travel through the Rosa Parks Transit Station. Most JTA bus routes will move to the JRTC when it opens on March 30, 2020. Only Routes 10, 19, 86 and the First Coast Flyer Red Line (1109) will have stops at the Rosa Parks Transit Station after the move.

Additionally, the JRTC will serve as a hub for other mobility services like the Skyway, rideshare and micro-transit options for customers. It is also the location of JTA Board of Director meetings.



**Jacksonville Regional
Transportation Center
AT LAVILLA**

- 4. When will new schedules and route information be available?**
New schedules and route changes will be made available as soon as they are finalized. That information will be presented at all JTA transit stations including Rosa Parks, JTA Park-n-Ride facilities and online through www.jtafla.com and JTA social media pages (Facebook, Instagram and Twitter). Be sure to download the MyJTA app to purchase fares and plan your route.
- 5. How will I purchase fares at the JRTC?**
The best way to purchase fares is through the MyJTA app, which offers discounts on fares by simply using the app instead of cash. You'll also be able to purchase fares in person at one of the Ticket Vending Machines or the Customer Service Department located on the ground floor of the JRTC.
- 6. How safe is the JRTC?**
Your safety is our top priority. That's why the JRTC at LaVilla is equipped with the latest security technology and staffed by trained professionals. Safety is at the center of the JRTC to help us prevent and quickly respond to any threats or incidents. This includes advanced lighting and camera systems, 24-hour security and strong partnerships with local, state and federal law enforcement agencies.

Transportation services can I

la will serve as the JTA's main picking you to express bus routes at Flyer routes

ices is sponsored micro-transit Megabus and RedCoach via Bus Terminal

mer service located at and the Lost and Found be located on the first floor rance of the JRTC.

It picked up and dropped

ick-up and drop-off area will West Bay Street across from n Convention Center.

enities are at the JRTC? bility hub is designed to make icient, comfortable and The JRTC features the latest and interactive customer plan, purchase and board demand and up-to-date

Other amenities include:

- Complimentary Wi-Fi
- Real-time monitors and digital signage
- Interactive customer kiosks
- Indoor and outdoor waiting areas with charging stations
- Covered bus bays
- Ticket Vending Machines (TVMs)
- Customer Service center
- Public meeting space
- Original artwork and historical markers
- Access to the Skyway at LaVilla station
- Pedestrian bridge to the Intercity Bus Terminal
- Safe, secure and tobacco-free campus
- Environmentally friendly

11. Can I smoke at the JRTC?

No. The JRTC is a tobacco, alcohol and drug-free facility. Smoking or vaping any tobacco or marijuana products including e-cigarettes is prohibited on JTA property. The use or possession of illegal drugs or alcohol on JTA property will not be tolerated.

12. Where can I find more information about the JRTC?

- Everything you need to know about the JRTC can be found:
 - Online at jtafla.com
 - Speaking with JTA Ambassadors at Rosa Parks Transit Station
 - Contacting JTA Customer Service at (904) 630-3100
 - Monday – Friday 5:30 a.m. – 8:30 p.m.
 - Saturday 9 a.m. – 5 p.m.



and 109 Red Line will operate from the Rosa Parks Station. All other routes will operate from the new JRTC.

6. How safe is the JRTC?

Your safety is our top priority. That's why the JRTC at LaVilla is equipped with the latest security technology and staffed by trained professionals. Safety is at the center of the JRTC to help us prevent, and quickly respond to, any threats or incidents. This includes advanced lighting and camera systems, 24-hour security and strong partnerships with local, state and federal law enforcement agencies.

7. What JTA transportation services are available at the JRTC?

The JRTC at LaVilla will serve as the JTA's main mobility hub connecting customers to:

- Regular and express bus routes
- The First Coast Flyer routes
- The Skyway
- Nassau Express Select & St. Johns Express Select
- Rideshare and sponsored micro-transit services
- Greyhound, Megabus and the RedCoach via the Intercity Bus Terminal

8. Where is customer service located at the JRTC?

Customer Service and the Lost and Found departments will be located on the ground floor near the main entrance.

9. Where will customers get picked up and dropped off at the JRTC?

The designated pick-up and drop-off area will be located along West Bay Street across from the Prime Osborn III Convention Center.

10. What kind of amenities are at the JRTC?

This dynamic mobility hub is designed to make our customers' journey as efficient, comfortable and easy as possible. The JRTC features the latest in digital signage and interactive customer kiosks to help customers plan, purchase and board their ride with on-demand and up-to-date information.

Other amenities include:

- Complimentary Wi-Fi
- Real-time monitors and digital signage
- Interactive customer kiosks
- Indoor and outdoor waiting areas with charging stations
- Covered bus bays
- Ticket Vending Machines
- Customer Service Center
- Public meeting space
- Original artwork and historical markers
- Access to the Skyway at LaVilla station
- Pedestrian bridge to the Intercity Bus Terminal
- Safe, secure and tobacco-free campus
- Environmentally friendly

For employees, the JRTC provides clean and secure administrative stunning views of Downtown Jacksonville and the surrounding areas. Employee-only access points security will be in place to maintain environment. Collaborative work conference rooms, kitchens and facilities are located on each

11. Where can I smoke at the JRTC?

The JRTC is a tobacco, alcohol and drug-free facility. Smoking or vaping any tobacco or marijuana products including e-cigarettes is prohibited on JTA property.

12. Where can customers find information about the JRTC?

- Everything they need to know about the JRTC can be found:
 - Online at jtafla.com
 - Speaking with JTA Ambassadors at Rosa Parks Transit Station
 - Contacting JTA Customer Service at (904) 630-3100
 - Monday – Friday 5:30 a.m. – 8:30 p.m.
 - Saturday 9 a.m. – 5 p.m.

Starting March 30, 2020, only Routes 10, 19, 86 and 109 Red Line will operate from the Rosa Parks Station. All other routes will operate from the new JRTC.

THE JTA IS MOVING!

What You Need To Know



**Jacksonville Regional
Transportation Center
AT LAVILLA**

FREQUENTLY ASKED QUESTIONS

- 1. What is the Jacksonville Regional Transportation Center at LaVilla?**
The Jacksonville Regional Transportation Center at LaVilla (JRTC) is the JTA's new mobility hub and administrative headquarters, located in historic LaVilla across from the Prime F. Osborn III Convention Center. This five-acre complex will serve as Jacksonville's main transportation hub and bus transfer facility. The facility will have 21 bus bays, areas for rideshare and connections to the Skyway and Intercity Bus Terminal to board Greyhound, Megabus and RedCoach lines.
- 2. When does the JRTC at LaVilla open?**
Administrative staff will begin relocating during the week of Feb. 24. Administrative offices will open March 5. Transit operations at the JRTC will begin on Monday, March 30, 2020.
- 3. What impact does JRTC have on customers?**
The JRTC will impact most JTA customers, especially those who travel through the Rosa Parks Transit Station. Most JTA bus routes will move to the JRTC when it opens on March 30, 2020. Only Routes 10, 19, 86 and the First Coast Flyer Red Line (1109) will have stops at Rosa Parks after the move.

Additionally, the JRTC will serve as a hub for other mobility services like the Skyway, rideshare and micro-transit options for customers.

It is also the location of JTA Board of Director meetings. Because of this change, it's important that every JTA employee know and understand these changes so we can help customers make an easy transition.

4. When will new schedules and route information be available?

New schedules and route changes will be made available as soon as they're finalized. That information will be presented at all JTA transit stations including Rosa Parks, JTA Park-n-Ride facilities and online through www.jtafla.com and JTA social media pages (Facebook, Instagram and Twitter).

5. How will customers purchase fares at the JRTC?

The best way is through the MyJTA app, which offers discounts on fares by simply using the app instead of cash. Customers will also be able to purchase fares in person at one of the Ticket Vending Machines (TVMs) or the Customer Service Center located on the ground floor.

CUSTOMER SERVICE

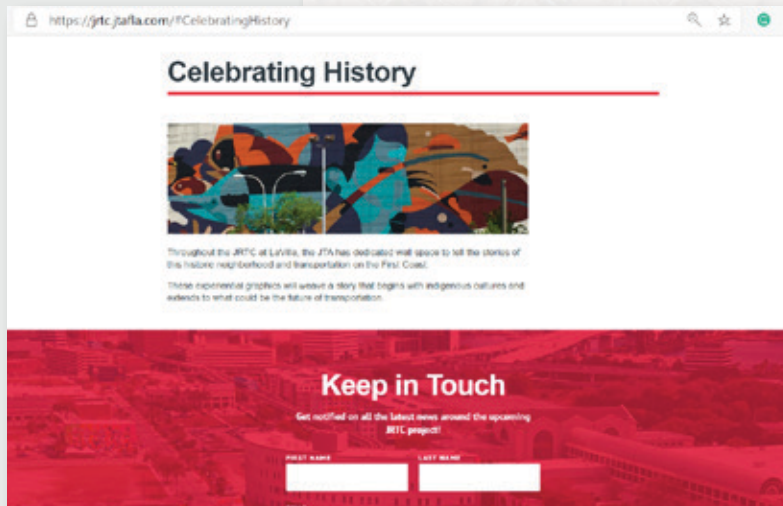
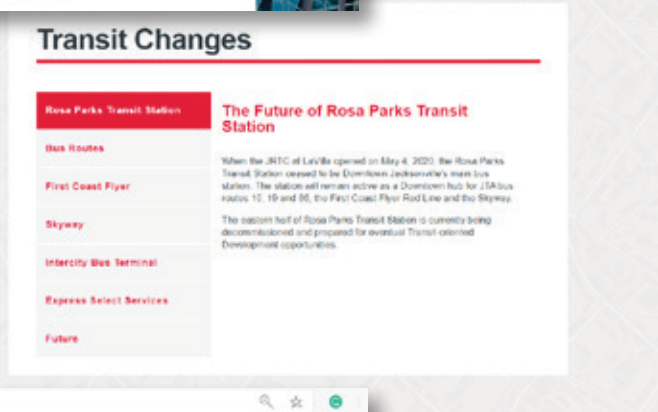
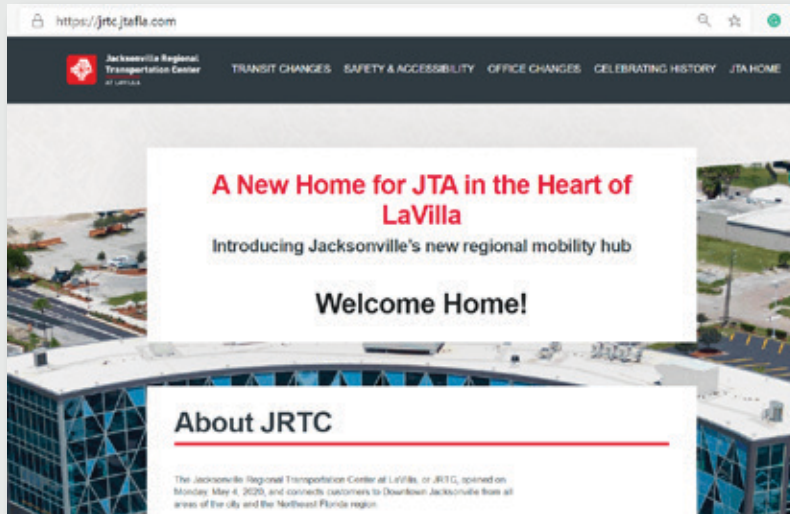
Phase I - JTA is Moving Campaign FAQs



**JACKSONVILLE
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JRTC Opening Campaign Educational Initiative Comprehensive Campaign

Category 3



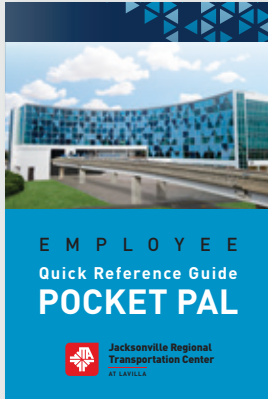
JRTC Website



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EMPLOYEE Quick Reference Guide POCKET PAL




Jacksonville Regional
Transportation
Center
AT LAVILLA


...a.com, and
...you are unable
...service at (904) 438-3100.
...the 13-county
...a variety of wa
...vis and other t
...ation.

... procedures
...loading a bicycle on the front of the bus. 1
... see Bikes on Buses (BOB) on page 17.

STAR CARDS



Yellow STAR Cards can store any pass type. A new STAR Card costs \$2.00 with the purchase of the product.



Silver STAR tickets are available for visitors, tourists and less frequent riders.

FIRST COAST FLYER

The **First Coast Flyer** is JTA's premium bus rapid transit (BRT) service. It offers customers a frequent, limited stop, and a easy and reliable way to travel around town. Flyer buses arrive every 10 minutes (peak hours) to 15 minutes (non-peak hours). Most Flyer stations offer multiple benches, a bike rack and a kiosk with real-time bus arrival information. Some include ticket vending machines (TVMs). Onboard, you'll love the free Wi-Fi and monitors featuring the latest news and weather—all on a clean, quiet and comfortable vehicle. The Green, Blue and Red lines are in operation, with the Orange Line estimated to begin operation in 2020.

GREEN LINE - North Corridor Travels from Arnsdale Park-n-Ride to Rosa Parks Transit Station.

BLUE LINE - Southeast Corridor Travels from Rosa Parks Transit Station to Avenues Walk Park-n-Ride/Mobility Hub.

RED LINE - East Corridor Travels from downtown along the Arlington Expressway, Southside Boulevard and Beach Boulevard to Jacksonville Beaches.

ORANGE LINE - Southwest Corridor Estimated Completion 2020 Travels from the Convention Center along Blanding Boulevard to Orange Park Mall.

GAMEDAY XPRESS



Gameday Xpress
This JTA shuttle service transports customers to TIAA Bank Field from commuter lots around town. Designed to avoid the hassles of parking for football games and other select stadium events, Gameday Xpress operates from the Kings Avenue Garage and Convention Center lots downtown and select lots in the suburbs. Limited parking in each lot. Wheelchair accessible.

...ing two hours before
...s. For College games,
...Continuous service during
...tion Center lot only. Round-
...are \$9, while fares for
...are subject to change.
... **MYJTA** app.

SKYWAY

The fully automated Skyway system is a monorail service operating in downtown Jacksonville and provides easy mobility between many popular destinations. This is a free service—there is no fare required to ride.

- SKYWAY STATIONS:**
- Rosa Parks Transit Station
 - San Marco Station
 - Riverplace Station
 - Hemming Park Station
 - Kings Avenue Station
 - Central Station
 - Convention Center Station (LAVILLA)
 - Jefferson Station

Many JTA routes connect to the Skyway. Please consult the map of downtown Jacksonville to find connections to bus service, or plan your route using the **MYJTA** app. You can also find route information at jtafla.com.

MYJTA MOBILE TICKETING APP



Get On Board (My JTA)


Simply:
1. Download the app. Search for "MyJTA" in the App Store (iOS) or Google Play (Android) and download the app to your device.

2. Choose your fare. Tap "Buy Now" and choose your fare and quantity from the dropdown lists. Then "Add to Cart."

3. Enter your payment. Enter your credit or debit card details and "Save Card." Then "Pay Now" to purchase your fare.

4. Activate, show & go! Activate your pass to start the timer. Scan the code on the validator and show the screen to the driver (or toll-taker for Ferry riders). Settle in and enjoy the ride!

It's that Easy!
But if you have questions or concerns, visit jtafla.com/myjta or call our Customer Service team at (904) 438-3100.



Jacksonville Regional Transportation Center
AT LAVILLA

The JTA is leading the way in the evolving mobility paradigm with a multimodal approach that relies on the latest innovations and technology in the industry.

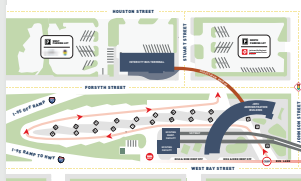
In March 2018, we opened the first phase of the Jacksonville Regional Transportation Center at Lavilla (JRTC) - the Intercity Bus Terminal (IBT) - with Greyhound as our partner. The completion of the IBT set the stage for Phase II of the state-of-the-art JRTC to become a gateway to the region and a catalyst for economic activity. The JRTC officially opens March 30, 2020.

FACILITY As the foundation for regional connectivity, the JRTC will serve as the JTA's new mobility hub and administrative headquarters located in historic Lavilla across from the Prime F. Osborn III Convention Center. The two-acre complex will serve as Jacksonville's main transportation hub and bus transfer facility. It will have 21 bus bays, areas for ridebars and connections to the Skyway and a pedestrian bridge that connects to the IBT where people will be able to board Greyhound, Megabus and BusCoach lines.


ROSA PARKS Most JTA bus routes will move to the JRTC when it opens on March 30, 2020. Only routes 10, 19, 86 and the FCF Red Line will have stops at the Rosa Parks Transit Station.

AMENITIES This dynamic mobility hub is designed to make your journey as efficient, comfortable and easy as possible. The JRTC features the latest technology, digital signage and interactive customer kiosks to help you plan, purchase fares and board your ride.

SITE PLAN Below is the JRTC Site Plan to help you get familiar with the mobility hub and to help you plan your visit in advance.




Route Maps The JTA is adding new schedules and mobility options to make travel sea




Routes 1 & 3:

LENDING	ROUTES
JTA	1, 3
BusParks Transfer Station	1, 3




Routes FCF Green Line, 4, 21 & 22:

LENDING	ROUTES
JTA	4, 21, 22
BusParks Transfer Station	4, 21, 22
IBT	4, 21, 22
IBT	4, 21, 22
IBT	4, 21, 22



Routes 5, 14, 15, 16 & 20:

LENDING	ROUTES
JTA	5, 14, 15, 16, 20
BusParks Transfer Station	5, 14, 15, 16, 20




Routes FCF Blue Line, 6, 17 & 25:

LENDING	ROUTES
JTA	6, 17, 25
BusParks Transfer Station	6, 17, 25
IBT	6, 17, 25
IBT	6, 17, 25
IBT	6, 17, 25

Express Routes:

LENDING	ROUTES
JTA	88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
BusParks Transfer Station	88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
IBT	88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
IBT	88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
IBT	88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100



JRTC ROUTE GUIDE

Effective March 30, 2020

Phase II - JRTC Route Guide



JACKSONVILLE
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Jacksonville Transportation Authority @JTAFLA

Week One at the Jacksonville Regional Transportation Center at LaVilla (JRTC)

For information about the new terminal or help with schedules and routes, visit jrtc.jtafla.com or call (904) 630-3100

10:17 AM · May 7, 2020 · Twitter Web App

Jacksonville Transportation Authority @JTAFLA

On our way to March 30, 2020. Follow us to the jrtc.jtafla.com

7:18 AM · Mar 5, 2020 from Florida, USA · Twitter for iPhone

Jacksonville Transportation Authority @JTAFLA · May 2

The Jacksonville Regional Transportation Center at LaVilla opens May 4 for JTA customers!

We encourage everyone to follow the CDC guidelines and wear masks if possible when visiting the terminal. Ticketing and Lost & Found is on the ground level

jrtc.jtafla.com

The JRTC at LaVilla
OPENING MAY 4TH

527 views 0:04 / 0:21

6 7

Social Media posts driving awareness about the JRTC




**JACKSONVILLE
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JRTC Opening Campaign

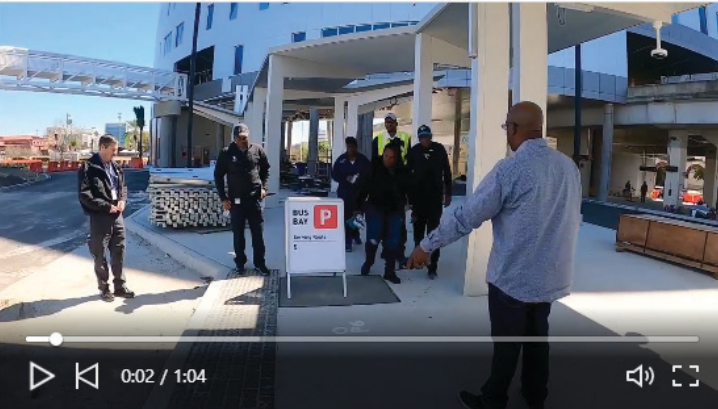
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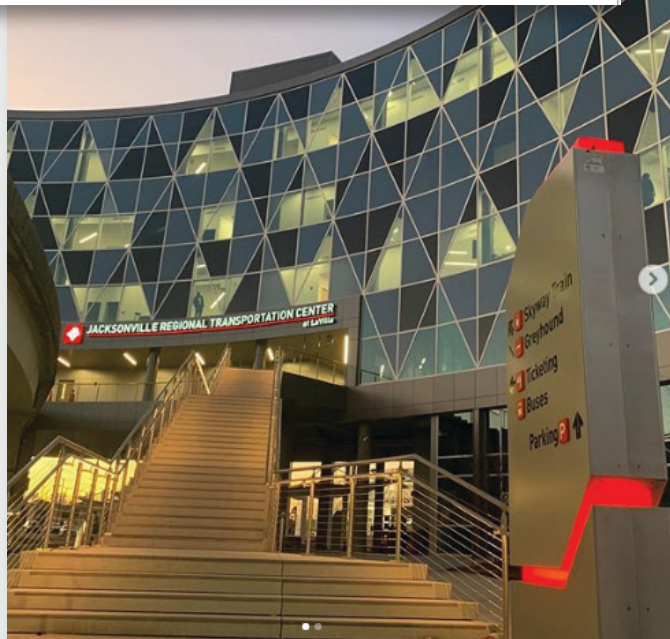
 **Jacksonville Transportation Authority**
9,529 followers
5mo • 🌐


Training for transit operations continued this past weekend at the new Jacksonville Regional Transportation Center at LaVilla jrtc.jtafla.com. This new central bus station and mobility hub in Downtown Jacksonville opens to the public on Mon...see more






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Training at the JRTC at LaVilla





 **jtafla**
Jacksonville Regional Transportation Center

 **jtafla 2020** 🗓️ 2019 🚌 Opens 3•30•2020 jrtc.jtafla.com
22w

 **evrvolv** #JaxIsOnTheRise !.. 🙌🏻👍🏻 
22w Reply

 **appledesiginsinc** Looking good! 
21w Reply

 **ricardo.pinckney** Can't wait for the big grand opening coming up soon. 
21w Reply

👍🏻 🗨️ 📌

👍🏻 Liked by beachbuggys and 69 others

MARCH 4

Add a comment... [Post](#)

Social Media posts driving awareness about the JRTC



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Money Pages Magazine Cover



Phase III - *Follow Me to the JRTC Bus Wrap* (2 photos above)



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UNTIL FURTHER NOTICE



The Rosa Parks
Transit Station will
continue to be the
JTA's main terminal.



Get up-to-date information at jrtc.jtafla.com
JTA Customer Service (904) 630-3100

The JRTC grand opening has been postponed



UNTIL FURTHER NOTICE

The Rosa Parks Transit Station will
continue to be the JTA's main terminal.

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The JRTC grand opening has been postponed



UNTIL FURTHER NOTICE



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The JRTC grand opening has been postponed



UNTIL FURTHER NOTICE

The Rosa Parks Transit Station will continue to
be the JTA's main terminal.

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The JRTC grand opening has been postponed

JTA Delayed Move Campaign due to COVID-19



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The JRTC Opens May 4, 2020!

Call the JRTC Hotline at 904-598-8737

To get information regarding:

- JRTC Bus Route Information
- Changes to Your Specific Bus Route
- Changes to Your Ride Times

For additional questions contact Customer Service at 904-630-3100

Jacksonville Regional Transportation Center
100 LaVilla Center Drive, Jacksonville, FL 32204

Providing a safe & secure space that is clean & welcoming

Amenities at the JRTC

- Complimentary Wi-Fi
- Real-time monitors and digital signage
- Interactive customer kiosks
- Indoor and outdoor waiting areas with charging stations
- Covered bus bays
- Public meeting space
- Regional artwork and historical markers
- Access to the Skyway at LaVilla station
- Environment friendly facility

JACKSONVILLE TRANSPORTATION AUTHORITY

CONTACT WITH US AT JTAFLA

The JRTC Opens May 4, 2020!

Call the JRTC Hotline at 904-598-8737

To get information regarding:

- JRTC Bus Route Information
- Changes to Your Specific Bus Route
- Changes to Your Ride Times

For additional questions contact Customer Service at 904-630-3100

Jacksonville Regional Transportation Center AT LAVILLA 100 LaVilla Center Drive, Jacksonville, FL 32204

Providing a safe & secure space that is clean & welcoming

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Phase IV - It's Here



JACKSONVILLE
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JRTC Opening Campaign

Educational Initiative
Comprehensive Campaign

Category 3



JRTC Opening Day



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