

# Best Marketing and Communications to Highlight Transit Needs/Funding



JACKSONVILLE  
TRANSPORTATION  
AUTHORITY

## Local Option Gas Tax Proposal Partnership

### 1. Who was the target audience?

The target audience for the Jacksonville Transportation Authority's (JTA) partnership to promote the Local Option Gas Tax extension for infrastructure funding was the Jacksonville City Council and the general public that purchases gasoline in Jacksonville's Duval County.

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

To help the City of Jacksonville establish a dedicated funding source to complete outstanding and future transportation infrastructure projects, the CEO of the JTA reached out to the Mayor of Jacksonville to help promote the Mayor's "Jobs for Jax" program and advocate for an additional six-cent local option gas tax in Duval County. The tax will finance nearly \$1 billion in transportation improvement projects and provide jobs for hundreds of local workers to help the Jacksonville economy. The JTA will receive half of the proceeds to build roads, bridges and corridors.

### 3. What was the strategy/objective for this entry?

The strategy of the partnership was for the JTA, the region's leading transportation provider, which is also responsible for road, bridge and other infrastructure improvements, and the City to be a unified force advocating for the tax increase. The JTA CEO, Board of Directors and the Authority's Government Affairs team joined the Mayor to conduct countless meetings with City Council members, the community, and business and civic leaders to share information, address concerns, and underscore the benefits of the tax. The JTA was instrumental in highlighting projects earmarked for the tax proceeds, such as a 30-mile pedestrian walking and biking path, and the advancement of the JTA Autonomous Vehicle program, along with its track record of delivering major capital projects on schedule.

### 4. What results/impacts did this entry have?

After a tremendous effort from Jacksonville Mayor Lenny Curry, and the JTA leadership, the Jacksonville City Council unanimously approved both a 10-year extension of the current six-cent local option gas tax, and an additional six cents for a 30-year period, to fund nearly \$1 billion in public infrastructure investments. The JTA will receive approximately half of this funding, which will be used in part to complete Phase II of the Ultimate Urban Circulator (U2c) autonomous vehicle, purchase a second St. Johns River Ferry, make all bus stops 100% ADA accessible, plan a commuter rail system, advance new Complete Streets Projects, and begin construction on the City's Emerald Trail.

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

Jacksonville's Local Option Gas Tax partnership was submitted because it provides an example of how transportation organizations and government can successfully work together to solidify funding to advance transportation projects, improve the quality of life, and infuse the economy. The public trust and confidence the JTA has earned makes it a valuable, strategic partner. Partnerships are critical to the industry's success, particularly at a time when ridership and revenue are impacted by the pandemic. Throughout America, aging infrastructure threatens traffic flow, bridges and highways, streets and corridors. Having a guaranteed source of funding to make these improvements enables the JTA to execute its plans.

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### “Website”

**JOBS FOR JAX**  
Investing Today for Tomorrow

HISTORY PROJECTS MEETINGS FAQ

### Investing Today for Tomorrow

Thank you for your interest in Jobs for Jax. Legislation approving the extension and expansion of the Local Option Gas Tax was passed by Jacksonville City Council on Wednesday, May 26, 2021.

A copy of the legislation is available to [view online](#).

Please check back with this website for future updates.

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**JOBS FOR JAX**  
Investing Today for Tomorrow

HISTORY PROJECTS MEETINGS FAQ

### Frequently Asked Questions

#### WHAT IS A LOCAL OPTION GAS TAX OR LOCAL OPTION FUEL TAX?

The Local Option Gas Tax (LOGT), also known as the Local Option Fuel Tax, is authorized through Sections 206.87(1)(b), 206.87(1)(c), 336.021, and 336.025, Florida Statutes. This allows county governments to levy up to 12 cents of local option (31) Florida counties, including Nassau and Clay, already exercise the option to charge the full Department of Revenue administers, collects, and enforces local option gas taxes.

among ALL of those who use our roadways. This includes the estimated 96,000 out-of-county Duval County every day and purchase gas throughout the Jacksonville area or off one of our

s. Gas Tax dollars are mandated to be used for transportation investments and no other

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## HISTORY

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#### EXAMPLE PROJECTS

- JRTC Rail Terminal Project Development**
- Stannard Pump Stations - Maintenance**
- New Bertin Road Improvements**
- Willa Branch Dredge**
- Jacksonville Transportation Authority**
- Underpass Replacements**

River Ferry - The Future

JACKSONVILLE TRANSPORTATION AUTHORITY

PROJECT: St. Johns River Ferry Phase 3 Improvements

ESTIMATED COMPLETION DATE: January 2019

CALL 904.630.3100

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MOORE VIDEO

1:04 / 3:12

YouTube

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Local Option Gas Tax Proposal  
Partnership

“Town Hall”



“Press Conference”

