



Implementing Low Cost, High Impact Sustainability Measures in Times of Constrained Budgets

Andy Rodgers, P.E.

*Program Administrator - Transit
Jacksonville Transportation Authority
Jacksonville, Florida*





Key Topics

- **Implementing a high impact sustainability program with limited budget**
- **Strategies for short-term achievements versus long-term goals**
- **Opportunities for outreach and collaborative partnerships to expand the program's reach**



JTA Background

- **1955 – Formed as the Jacksonville Expressway Authority (JEA)**
- **1971 – Began bus service and renamed the Jacksonville Transportation Authority (JTA)**
- **JTA provides bus, paratransit, ferry and Skyway services, and constructs transportation infrastructure including roads and bridges**



JTA Background

775 EMPLOYEES

292 VEHICLES

884 SERVICE AREA (in square miles)





Jacksonville, Florida

Population:

- City of Jacksonville – 913,000
- Metro area – 1,626,000
- 12th most populous city in nation

Size:

- 884 square miles
- Largest city in contiguous U.S.





Program Origins

- **APTA Sustainability Commitment signed in 2013**
- **Sustainability Committee formed in 2014**
- **Provided focused approach to sustainability-driven projects**





Goals

- **Identify low-cost, high impact projects and initiatives**
- **Significantly improve the Authority's sustainability reach**
- **Drive sustainability into everyday business practices and implementation of capital projects**
- **Establish a centralized method to capture accomplishments**
- **Become a leader for sustainability in the Northeast Florida region**



Challenges

- **Competition for limited capital projects**
 - ≡ Priority projects
- **Geographical limitations**
 - ≡ Precedence / Awareness
 - ≡ Regulatory
 - ≡ Resources



Implementation Strategies

- **Identify a sustainability champion**
- **Use sustainability committee and internships to advance research and planning activities**
- **Think big but start small**
 - ≡ Assess existing facilities and identify potential projects
 - ≡ Prioritize projects by total cost and ROI
 - ≡ Implement low cost policy changes



Implementation Strategies

■ Steps to long-term goals

- ≡ Incorporate into strategic plan and capital budgeting process
- ≡ Develop standards and specifications
- ≡ Explore innovative funding solutions
- ≡ Outreach - Share the Message and Success





Early Achievements



- **LED Lighting**
- **Recycling Program**
- **Occupancy Sensors**
- **Policy Implementation**
- **Bus Shelter Solar Lighting**
- **Water Flow Controls**
- **EV Charging Stations**
- **Employee Outreach**



Transformational Achievements

- Drive transformational plans into capital project planning process
- Incorporate sustainability into organization's strategic objectives (vision, mission and goals)
- Utilize sustainability committee and executive leadership to drive the bigger picture throughout the organization





Transformational Achievements

■ Examples:

- ≡ CNG fueling station and CNG buses for all BRT routes
- ≡ Complete Streets implementation





Long-Term Goals



- **Develop 5-10 year plan to achieve**
- **Plan reasonable milestones**
- **Identify and report performance metrics**
- **Select JTA Goals:**
 - ≡ Implementation of LED lighting standards
 - ≡ 10% reduction in water, electricity and waste
 - ≡ LEED construction principles
 - ≡ Full fleet conversion to CNG / electric
 - ≡ Annual sustainability report



Next Steps

- **Continue Complete Streets implementation**
- **Implementation of LED lighting standards**
- **10% reduction in water, electricity and waste**
- **LEED construction principles**
- **Full fleet conversion to CNG / electric**
- **Annual sustainability report**

NEXT *Steps*

Outreach Opportunities

■ Internal

- ≡ Initial Buy-in
 - ❖ Presentations (lunch and learns, etc.)
 - ❖ Business case
- ≡ Continuous improvements
 - ❖ Employee survey

■ External

- ≡ Educational opportunities
- ≡ Community partnerships



Social ♣ Economic ♣ Environmental



Program Origins

- **American Council for an Energy-Efficient Economy (ACEEE) City Energy Efficiency Scorecard**
 - ≡ Jacksonville ranked #41
- **Working group formed to share ideas and accomplishments**
 - ≡ University of North Florida
 - ≡ JTA
 - ≡ City of Jacksonville
 - ≡ Other local independent authorities
- **Centralized reporting**





Questions

"Once we rid ourselves of traditional thinking we can get on with creating the future."

- James Bertrand