

# 2030 Mobility Plan



City of Jacksonville Planning and Development Department  
*January 2010*

# Well Timed Opportunity

- The City was completing the first draft of three vision plans.
- The MPO was completing the transportation model for the new Long Range Transportation Plan.
- There was consensus that what we were doing was not working.
- The City of Jacksonville is designated a DULA.

# Mobility Strategies

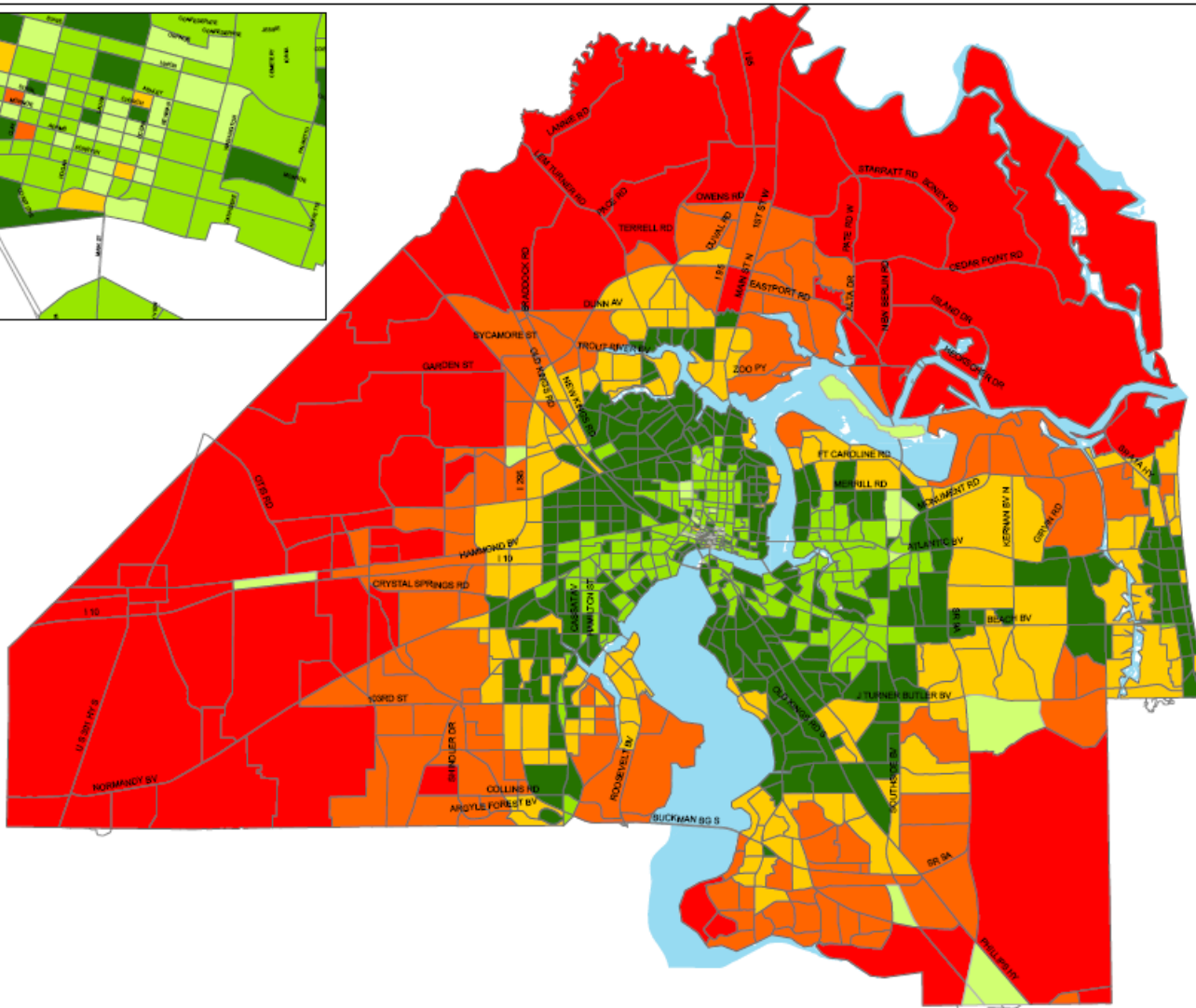
Four mobility strategies outlined in plan:

- Connect land use and transportation;
- Provide a multi-modal plan;
- Fund mobility;
- Incentivize quality growth.

# Land Use and Transportation Connection

- Development Areas link land use and transportation.
- Development Areas:
  - Urban Priority Area (UPA)
  - Urban Area (UA)
  - Suburban Area (SA)
  - Rural Area (RA)
- FLUE identifies land use criteria by Development Area

# Average VMT by TAZ

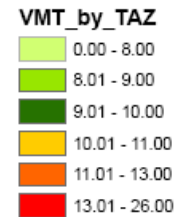


Average Trip Length in  
VMT by TAZ  
-Duval County

NERPM2030 - Year 2025



## Legend

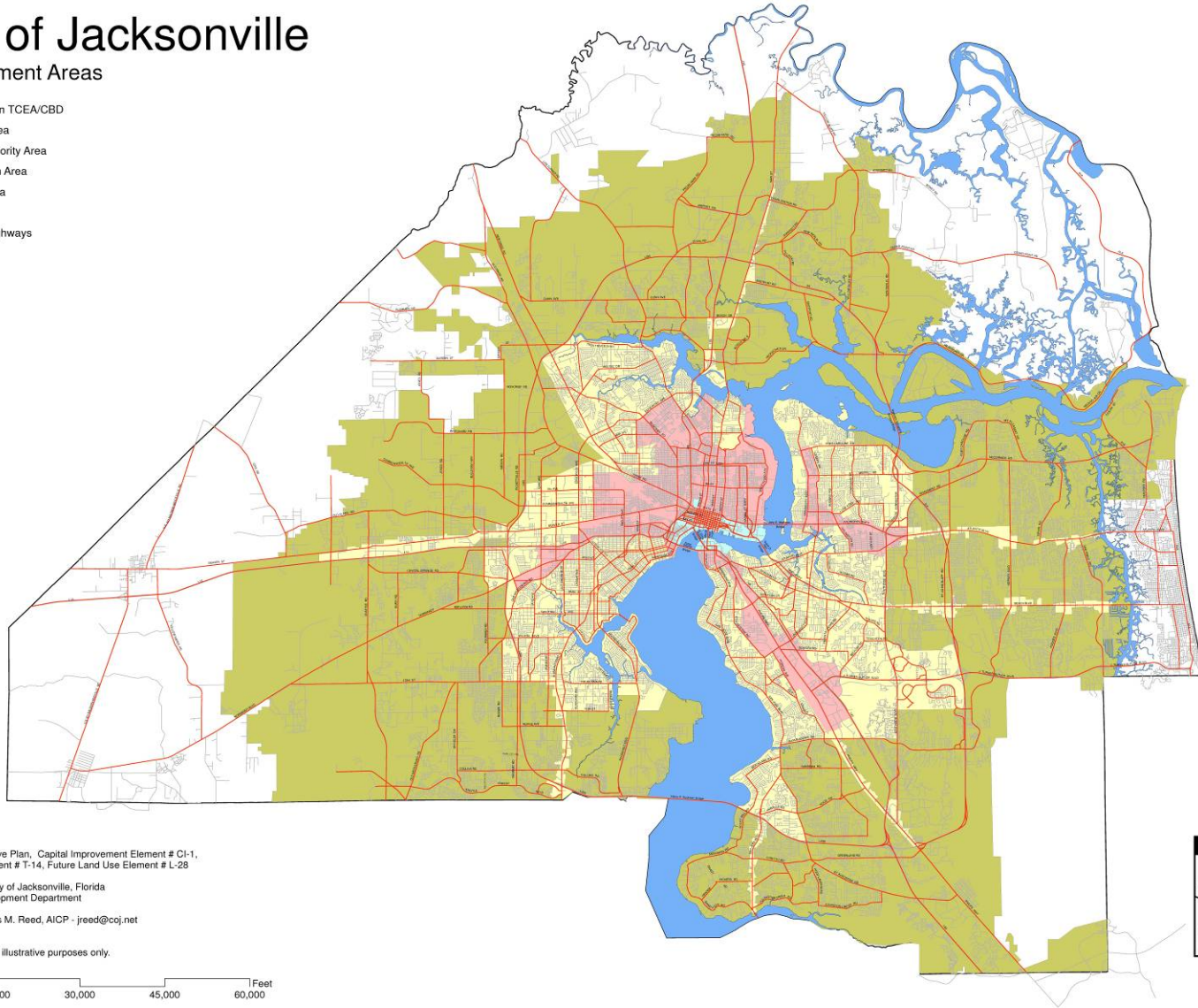


# Development Areas

## City of Jacksonville

### Development Areas

-  Downtown TCEA/CBD
-  Urban Area
-  Urban Priority Area
-  Suburban Area
-  Rural Area
-  Roads
-  Major Highways
-  River

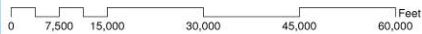


\*2010 Comprehensive Plan, Capital Improvement Element # CI-1,  
Transportation Element # T-14, Future Land Use Element # L-28

Data provided by City of Jacksonville, Florida  
Planning and Development Department

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January 15, 2010

Content intended for illustrative purposes only.



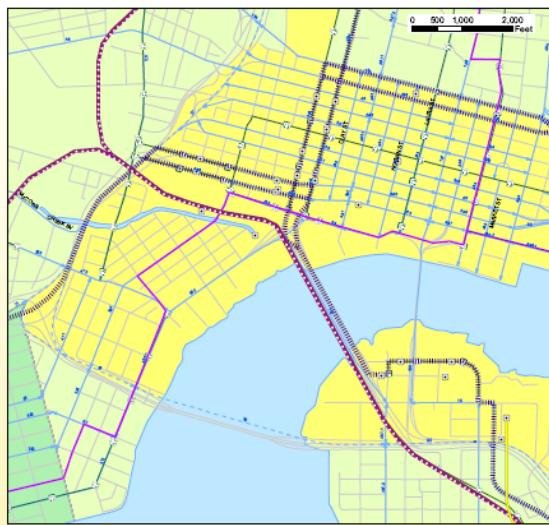
# Land Use and Transportation Connection

- Development Areas used to calculate average weighted VMT to determine mobility fee.
  - Urban Priority Area: 9.24 miles
  - Urban Area: 9.46 miles
  - Suburban Area: 10.28 miles
  - Rural Area: 12.27 miles

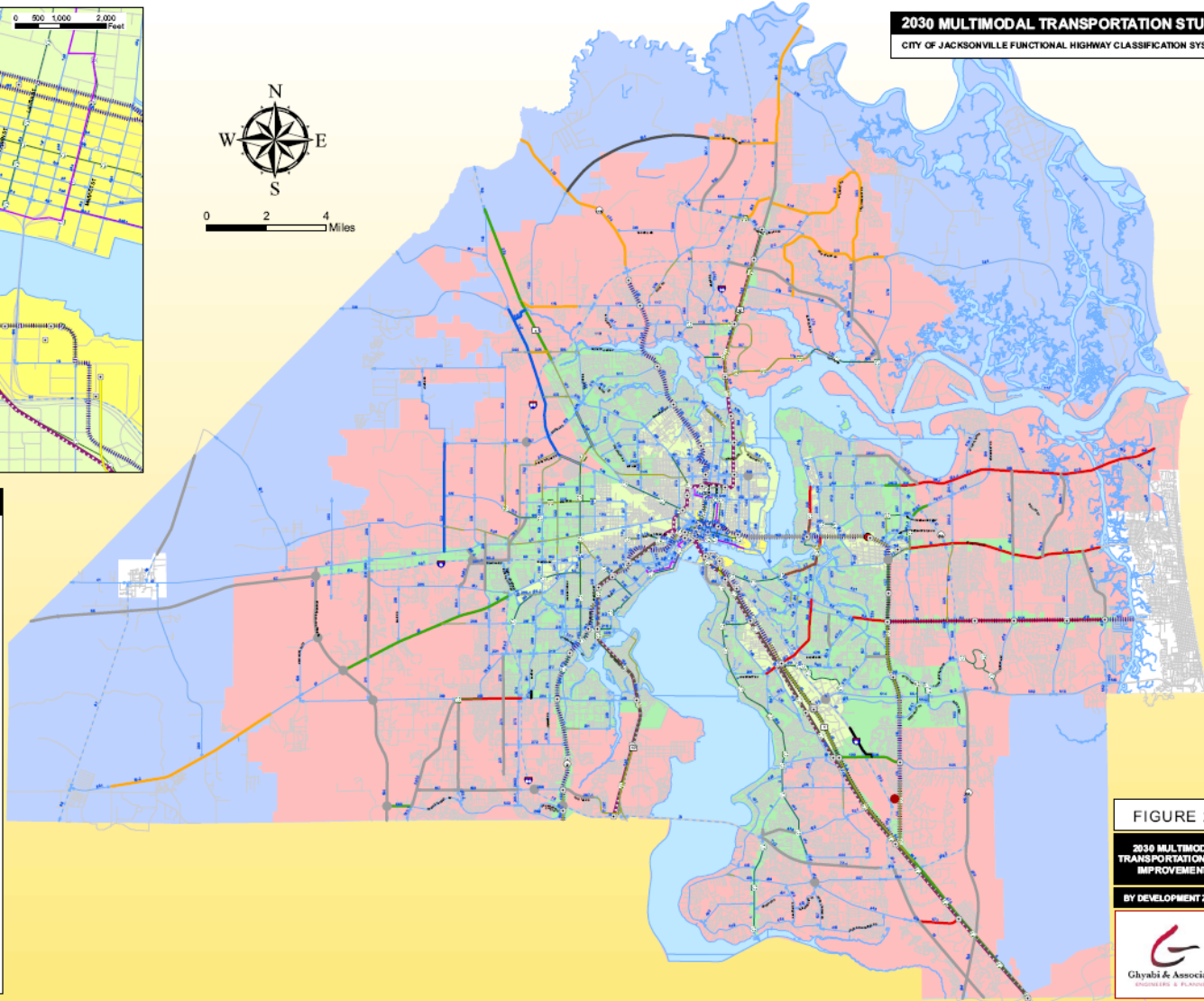
# Provide a Multi-Modal Plan

- **Prioritized Multi-Modal Improvement Project List**
  - Transportation improvement projects have been proposed to address roadway deficiencies. Projects include roadway, bicycle, pedestrian, and transit.
  - Projects have been prioritized based on evaluation criteria such as, but not limited to:
    - Magnitude of Deficiency Mitigated;
    - Existing Capacity Deficiency;
    - Multi-modal or Intermodal Connectivity; and
    - Transit Accessibility.

# Provide a Multi-Modal Plan



**2030 MULTIMODAL TRANSPORTATION STUDY**  
CITY OF JACKSONVILLE FUNCTIONAL HIGHWAY CLASSIFICATION SYSTEM



**LEGEND**

01.19.10

<p><b>FUNCTIONALLY CLASSIFIED ROAD LINKS</b></p> <p>SIS</p> <p>LINK NUMBERS</p> <p><b>AUTOMOBILE/TRUCK MODE</b></p> <p>2 LANES</p> <p>3 LANES</p> <p>4 LANES</p> <p>6 LANES</p> <p>INTERSECTION IMPROVEMENTS</p> <p>INTERCHANGE</p> <p>ITS/INTERSECTION IMPROVEMENTS</p> <p>COMMITTED ROAD PROJECTS</p> <p>PEDESTRIAN OVERPASS</p>	<p><b>DEVELOPMENT AREAS</b></p> <p>9.09 DOWNTOWN TCEA</p> <p>9.24 URBAN PRIORITY AREA (UPA)</p> <p>9.46 URBAN AREA (UA)</p> <p>10.28 SUBURBAN AREA (SA)</p> <p>12.27 RURAL AREA (RA)</p> <p>AVERAGE TRIP LENGTH (MILES)</p> <p><b>TRANSIT MODE</b></p> <p>BUS RAPID TRANSIT</p> <p>COMMUTER RAIL</p> <p>SKYWAY</p> <p>STREETCAR</p> <p>TRANSIT STATION</p> <p><b>PEDESTRIAN / BICYCLE MODE</b></p> <p>BIKE FACILITY</p> <p>SIDEWALK FACILITY</p>
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FIGURE 22

2030 MULTIMODAL TRANSPORTATION PLAN IMPROVEMENTS  
BY DEVELOPMENT ZONES



# Fund Mobility

- Mobility Fee

- A mobility fee is assessed for new development based on upon a calculated sum:

$(\text{Cost per VMT}) \times (\text{VMT per Zone}) \times \text{Adjusted Avg Daily Trips}$

- Mobility Zones

- Defined geographic areas within each Development Area.
- Ensures that the transportation improvement to which the mobility fee is applied has a rational relationship to the location of the development.

# Incentivize Urban Design

- Trip reduction adjustments based on street intersection density, bicycle network completion, sidewalk network completion, residential density, number of employees, a mix of uses, transit service, and the presence of local serving retail within ½ mile of the proposed development.

# Updating the 2030 Mobility Plan

- 2030 Mobility Plan will be evaluated every 5 years with the North Florida TPO's Long Range Transportation Plan. Mobility fees may be re-assessed at that time.
- Over the first 5 years of the Mobility Plan, JPDD will collect data and establish baselines to attain the long range goal of reducing vehicle miles traveled.

# Policy Implications

- Incentivizes infill and redevelopment.
- Incentivizes quality growth.
- Guides the market.
- Focuses on the future.
- Predictable, fair, efficient.



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