Smart Region Master Plan

How smart technologies and strategies will create a safer, more efficient and reliable transportation system to improve our region’s economic competitiveness, sustainability and quality of life.
$3.5\text{ billion}$

218

30,000

In economic losses

Lives lost

Crashes

SAFETY
<table>
<thead>
<tr>
<th>Location</th>
<th>Pedestrian Crashes per 100,000 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broward</td>
<td>2.03</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>2.58</td>
</tr>
<tr>
<td>Miami-Dade</td>
<td>2.63</td>
</tr>
<tr>
<td>State of Florida</td>
<td>2.73</td>
</tr>
<tr>
<td>Seminole, Orange &amp; Osceola</td>
<td>2.79</td>
</tr>
<tr>
<td>North Florida</td>
<td>3.55</td>
</tr>
</tbody>
</table>
Smart Pedestrian Crossings
Pedestrian Avoidance Systems
Street Flooding Warning Systems
$0.9 \text{ billion}
In economic losses per year

160 \text{ million tons}
Freight per day

10\%
Increase in congestion from 2010-2015

18\%
Increase in regional gross product

< 1\%
Use of alternate modes

MOBILITY
Smart Truck Parking
Gate Notification and Parking Systems
Automated Vehicle Systems

• JTA AV Demonstration Bay Street*
• JTA U2C Skyway Modernization Program*
• Naval Air Station Jacksonville
• St. Augustine
• Town Center
• University of North Florida
• Dames Point/Intermodal Container Transfer Facility**

* Projects already under consideration by partner agencies.
** Project evaluated and not feasible.
ELECTIFICATION
Smart Lighting Systems

610 kWh  
HPS

307 kWh  
LED

http://www.continental-corporation.com
Solar Road Pilot
Clean Fuels

- 95 million gallons Displaced petroleum
- 800 million kgs GHG emissions avoided
- 165% Return on investment
LADDERS OF OPPORTUNITY
OWN THE TRIP, NOT THE CAR™

Car Sharing Incentives
First Mile/Last Mile Incentives

transit | UBER

On Trip
Palo Alto Caltrain Station
8:24AM
$10.75, Mastercard 75A6
Upcoming departures near Palo Alto Caltrain Station
13 min
Caltrain
San Francisco Station
Palo Alto, Caltrain
13 min
See more in Transit
3475 Deer Creek E
Palo Alto, CA 94306
Fiber and Wireless Communications
DSRC Roadside Units for Connected Vehicles
Smart Region Master Plan

- 33 projects
- 30 stakeholder agency participants
- $34 million in long-range transportation plan

Ongoing Activities
- City of Jacksonville Smart Lighting
- University of North Florida Big Data
- JTA’s AV Initiatives
- Smart Region Coalition