



Message from the Chief Executive Officer  
Nathaniel P. Ford Sr.

Welcome to the JTAMobilityWorks Business Development Academy. This is a history making event designed to provide you with the resources you need to be successful.

The decision to host this academy was born from my experiences across the country, that most small businesses lack the resources that are present in larger companies, and as a result, they struggle with marketing, networking, business planning and compliance. After completing this program, my hope is that you will have a toolbox of information that will help you to prosper in these areas.

I encourage your participation in all three seminars as you continue to gain the tools for success. Take what you learn and use it, as opportunities arise, to be a part of the many projects in the JTAMobilityWorks program.

Enjoy this session and never stop learning! I look forward to seeing you on our future projects.

Sincerely,



Nathaniel P. Ford Sr.  
CEO, Jacksonville Transportation Authority



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- Module 2: Wrap Up Insurance and Worker's Compensation
- Module 3: Financial Management and Accounting

### Seminar Two: Project Management and Internal Business Operations

- Module 4: Project Management #1 (Bidding, Estimating, Scheduling)
- Module 5: Project Management #2 (Invoicing, Documentation, Reporting)
- Module 6: Financial Systems (Audits, Certified Payroll, Lending)

### Seminar Three: Negotiating Contracts, DBE Participation, Teaming and Workforce Development

- Module 7: Negotiating Contracts, Teaming and Agreements
- Module 8: Contract Compliance, DBE Goals and Utilization
- Module 9: Building Relationships, Workforce Development and Marketing

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## Business Development Academy Overview

The Jacksonville Transportation Authority (JTA) is offering its first Business Development Academy to strengthen business owners and help them succeed in pursuing JTAMobilityWorks projects. The benefit of attendance and participation is two-fold. First, the participant's knowledge of business development processes and practices will be enhanced. Second, participants will have the opportunity to develop better relationships amongst prime and subcontractors, especially those who are, or seek to be certified by the JTA as a Disadvantaged Business Enterprise (DBE).

The Academy is being conducted in seminar style by industry experts as well as JTA team members. All areas covered in the seminars may be followed up on for additional assistance, referrals and resources. A handbook, with handout materials, presentations, resource information and links to websites is provided at the sessions. These tools will assist participants in understanding the JTAMobilityWorks projects, JTA project procurement processes and other project management requirements. These seminars also provide an opportunity for participants to meet JTA personnel and network with other prime and subcontractors.

There are three seminars with three modules within each seminar. An overview of the schedule and content is provided on the following page. All participants are requested to complete the Academy evaluation forms located in the pocket of this notebook after each seminar.

Certificates will be awarded by JTA at the completion of each seminar.

Thank you for taking time to participate in this inaugural JTA Business Development Academy. Your attendance and input is valuable to the success of the program.





SMART  
SAFE  
SUSTAINABLE CHOICES

JTAMobilityWorks is a program designed to complete projects funded by the extension of the Local Option Gas Tax. Leveraging that future funding, JTA is positioned to issue bonds to cover the cost of the projects in the spring of this year. With the estimated \$100 million dollars generated through the bond issue, JTA will complete 13 roadway projects and projects in 14 mobility corridors in all areas of Jacksonville over the next five years. The project list was generate by the Jacksonville City Council and will not be altered without their approval.

Projects are scheduled for the following roadways:

Alta Drive	Parramore Road
Blanding Boulevard and 103 <sup>rd</sup> Street, Cedar Hills and Collins Road intersections	San Pablo Road
Collins Road	Soutel Transit Hub
Girvin Road	Southside and Atlantic boulevards intersection
Kernan Boulevard	Southside Boulevard with Touchton Road, Hogan Road and Gate Parkway intersections
McDuff Avenue	
Old St. Augustine and Greenland roads intersection	

Roadway projects may include access to new transit hub, street widening or intersection improvement. Some projects will be design only.

Mobility Corridors include:

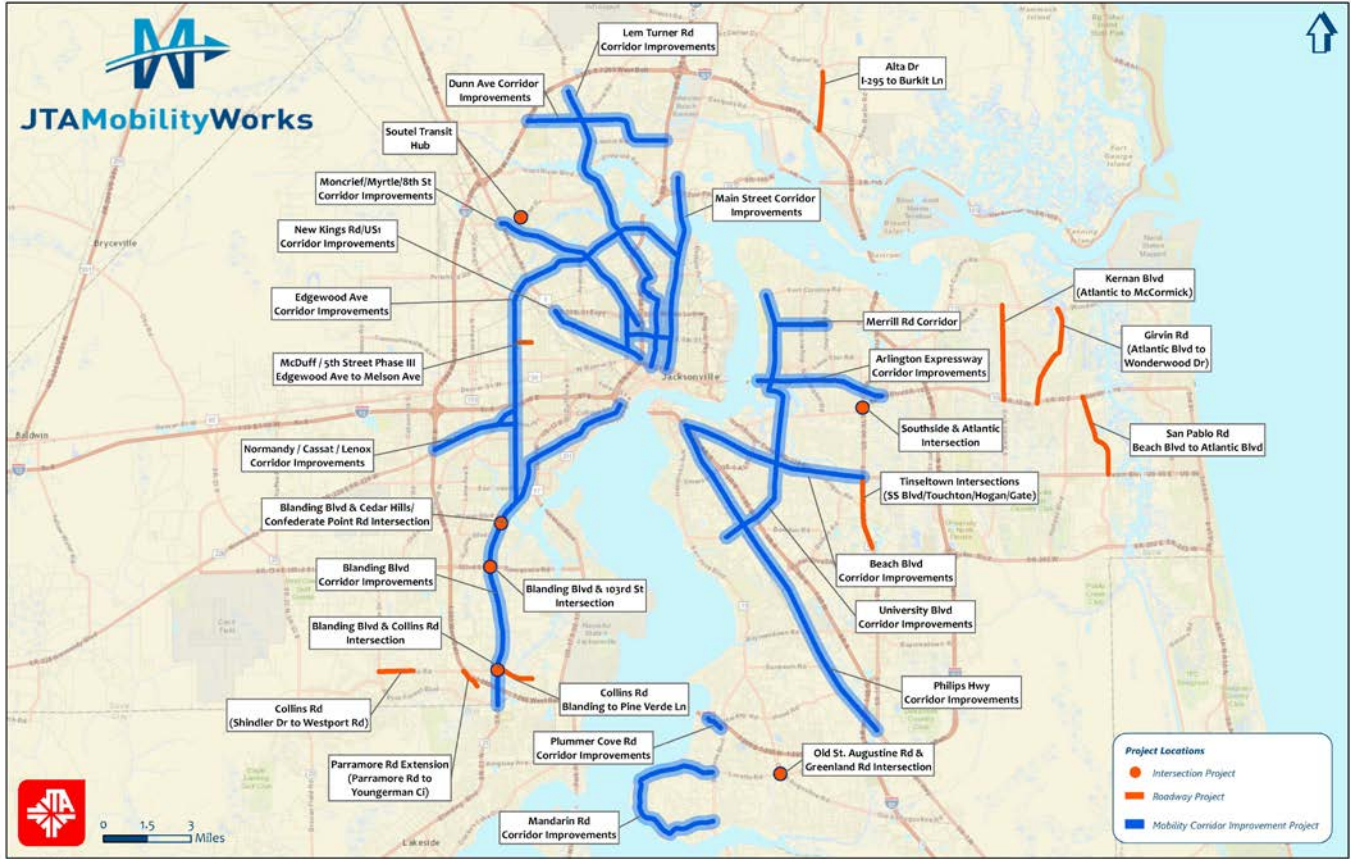
Arlington Expressway  
Beach Boulevard  
Blanding Boulevard  
Dunn Avenue  
Edgewood Avenue  
Lem Turner Road  
Main Street  
Mandarin and Plummer Cove roads  
  
Merrill Road  
Moncrief Road, Myrtle Avenue and 8<sup>th</sup> Street  
New Kings Road  
Normandy, Cassat and Lenox roads  
Philips Highway  
University Boulevard

Mobility Corridors will look at transit, pedestrian and bicycling movements within the corridor and with the input of the community determine what projects will most benefit the neighborhood now and in the future. This input will be gathered through a series of charrettes focused on each corridor. Projects may include items such as sidewalks, bike paths, transit accessibility improvements, lighting, bus shelters, landscaping and more.





JTAMobilityWorks



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