

Water Taxi Summary and Recommendations

What's going good:

Sunset cruises, live music on Friday and Saturday nights

Narrated History Tours w/Mosh

Zoo was well supported

Riverkeeper education program for kids-60 Duval County kids at a time, supported by a federal STEAM grant

COJ Matches all WT expenses up to \$120,000-critical funding

What could be improved:

Weekday ridership is very poor-sometimes 12 riders a day

Private boaters park in water taxi only slips

Landing dock and Times Union docks are in poor condition

Railroad bridge uncertainty

Some recommendations:

Include water taxi events in Visit Jacksonville Promotions

Encourage Hotels to sell water taxi passes for cruises

Coordinate JTA with water taxi to help develop an app for real time updates of WT location

Kids Hope Alliance-Get kids on the water

Improve existing docking facilities with clear signage

Get railroad bridge closures more consistent to allow service south of the Acosta