

LEGISLATIVE FACT SHEET

DATE: 10/11/19

BT or RC No: BT20-024
(Administration & City Council Bills)

SPONSOR: Office of Economic Development
(Department/Division/Agency/Council Member)

Contact for all inquiries and presentation: Office of Economic Development

Provide Name: Kirk Wendland/Paul Crawford

Contact Number: 255-5446

Email Address: paulc@coj.net

PURPOSE: White Paper (Explain Why this legislation is necessary? Provide; Who, What, When, Where, How and the Impact.) Council Research will complete this form for Council introduced legislation and the Administration is responsible for all other legislation.

(Minimum of 350 words - Maximum of 1 page.)

OED is proposing concurrent legislation to address the amendment to Ordinance 2019-245 introducing the descriptions and criteria for four (4) Pilot Programs including establishing the "Transportation" program. MBRC approved BT20-019 at the 10/7/2019 meeting to allocate funding towards Pilot Programs, including the Transportation Program. This request is to appropriate \$95,000 from the Transportation Program to fund a grant to the Jacksonville Transportation Authority (JTA) for a one-year pilot program.

The City of Jacksonville desires to promote better health outcomes within the Northwest Area, by providing access for the community to fresh foods such as fruits, vegetables and meats. Citizens in the area have limited availability to transportation convenient and necessary to ensure fresh foods remain cool during those trips. Furthermore, some residents may have to walk significant distances in order to catch mass transit. Since these individuals are less likely to purchase fresh foods absent convenient and reliable transportation to grocery stores that are a significant distance away, the City is proposing partnering with the JTA to fund a pilot transportation program for one year.

JTA will provide:

- Modified Rediride boundary to include a total of seven (7) grocery stores
- Funding for using the service in the form of subsidized rides
- Dedicated phone tree option for scheduling initial and return trip to grocery store
- Effective marketing of the service (includes door-to-door campaign, digital ads, promoted social media ads)

This Program is intended to be a Pilot Program (1 year) and will be monitored through quarterly reports that identify the number of riders, the success of marketing and customer satisfaction.

APPROPRIATION: Total Amount Appropriated: \$95,000 as follows:
 List the source name and provide Object and Subobject Numbers for each category listed below:

(Name of Fund as it will appear in title of legislation)

Name of Federal Funding Source(s)	From: _____	Amount: _____
	To: _____	Amount: _____
Name of State Funding Source(s)	From: _____	Amount: _____
	To: _____	Amount: _____
Name of City of Jacksonville Funding Source(s):	From: NW Jacksonville Economic Development Fund - Reserves	Amount: \$95,000
	To: NW Jacksonville Economic Development Fund - Subsidies & Contributions	Amount: \$95,000
Name of In-Kind Contribution(s):	From: _____	Amount: _____
	To: _____	Amount: _____
Name & Number of Bond Account(s):	From: _____	Amount: _____
	To: _____	Amount: _____

PLAIN LANGUAGE OF APPROPRIATION / FINANCIAL IMPACT / OTHER:

Explain: Where are the funds coming from, going to, how will the funds be used? Does the funding require a match? Is the funding for a specific time frame? Will there be an ongoing maintenance? ... and staffing obligation? Per Chapters 122 & 106 regarding funding of anticipated post-construction operation costs.

(Minimum of 350 words - Maximum of 1 page.)

This agreement proposes to allocate up to \$95,000 to fund a grant to the Jacksonville Transportation Authority (JTA) for a one-year pilot transportation program to help address the issue of food deserts and access to fresh food options in Northwest Jacksonville.

The City of Jacksonville desires to promote better health outcomes within the Northwest Area, by providing access for the community to fresh foods such as fruits, vegetables and meats. Citizens in the area have limited availability to transportation convenient and necessary to ensure fresh foods remain cool during those trips. Furthermore, some residents may have to walk significant distances in order to catch mass transit. Since these individuals are less likely to purchase fresh foods absent convenient and reliable transportation to grocery stores that are a significant distance away, the City is proposing partnering with the JTA to fund a pilot transportation program for one year.

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ACTION ITEMS: Purpose / Check List. If "Yes" please provide detail by attaching justification, and code provisions for each.

ACTION ITEMS:

	Yes	No	
Emergency?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Justification of Emergency: If yes, explanation must include detailed nature of emergency.</p> <div style="border: 1px solid black; height: 60px;"></div>
Federal or State Mandate?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Explanation: If yes, explanation must include detailed nature of mandate including Statute or Provision.</p> <div style="border: 1px solid black; height: 60px;"></div>
Fiscal Year Carryover?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Note: If yes, note must include explanation of all-year subfund carryover language.</p> <div style="border: 1px solid black; padding: 5px;">75C is an all years subfund.</div>
CIP Amendment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Attachment: If yes, attach appropriate CIP form(s). Include justification for mid-year amendment.</p>
Contract / Agreement Approval?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Attachment & Explanation: If yes, attach the Contract / Agreement and name of Department (and contact name) that will provide oversight. Indicate if negotiations are on-going and with whom. Has OGC reviewed / drafted?</p> <div style="border: 1px solid black; padding: 5px;">OED will provide oversight for the contract/agreement. The agreement has been drafted the OGC based upon negotiations with JTA</div>
Related RC/BT?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Attachment: If yes, attach appropriate RC/BT form(s).</p>
Waiver of Code?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Code Reference: If yes, identify code section(s) in box below and provide detailed explanation (including impacts) within white paper.</p> <div style="border: 1px solid black; height: 30px;"></div>
Code Exception?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Code Reference: If yes, identify code in box below and provide detailed explanation (including impacts) within white paper.</p> <div style="border: 1px solid black; height: 30px;"></div>
Related Enacted Ordinances?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Code Reference: If yes, identify related code section(s) and ordinance reference number in the box below and provide detailed explanation and any changes necessary within white paper.</p> <div style="border: 1px solid black; padding: 5px;">Ordinance 2018-195-E. This Ordinance originally appropriated funding for the proposed legislation in the amount of \$3 million. Ordinance 2019-245-E required the program options and the funding for each program. 2019-768</div>

ACTION ITEMS CONTINUED: Purpose / Check List. If "Yes" please provide detail by attaching justification, and code provisions for each.

ACTION ITEMS:

	Yes	No
Continuation of Grant?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Explanation: How will the funds be used? Does the funding require a match? Is the funding for a specific time frame and/or multi-year? If multi-year, note year of grant? Are there long-term implications for the General Fund?

Surplus Property Certification?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reporting Requirements?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Attachment: If yes, attach appropriate form(s).

Explanation: List agencies (including City Council / Auditor) to receive reports and frequency of reports, including when reports are due. Provide Department (include contact name and telephone number) responsible for generating

Division Chief: *[Signature]*
(signature)

Date: 10-14-19

Prepared By: *[Signature]*
(signature)

Date: 10-14-19

ADMINISTRATIVE TRANSMITTAL

To: MBRC, c/o Roselyn Chall, Budget Office, St. James Suite 325

Thru: N/A
(Name, Job Title, Department)
Phone: _____ E-mail: _____

From: Kirk Wendland, Executive Director, Office of Economic Development (OED)
Initiating Department Representative (Name, Job Title, Department)
Phone: 255-5455 E-mail: kwendland@coj.net

Primary Contact: Paul Crawford, Deputy Director, OED
(Name, Job Title, Department)
Phone: 255-5446 E-mail: paulc@coj.net

CC: Jordan Elsbury, Director of Intergovernmental Affairs, Office of the Mayor
904-255-5013 E-mail: jelsbury@coj.net

COUNCIL MEMBER / INDEPENDENT AGENCY / CONSTITUTIONAL OFFICER TRANSMITTAL

To: Peggy Sidman, Office of General Counsel, St. James Suite 480
Phone: 904-255-5055 E-mail: psidman@coj.net

From: _____
Initiating Council Member / Independent Agency / Constitutional Officer
Phone: _____ E-mail: _____

Primary Contact: _____
(Name, Job Title, Department)
Phone: _____ E-mail: _____

CC: Jordan Elsbury, Director of Intergovernmental Affairs, Office of the Mayor
904-255-5013 E-mail: jelsbury@coj.net

Legislation from Independent Agencies requires a resolution from the Independent Agency Board approving the legislation.

Independent Agency Action Item: **Yes** **No**
Boards Action / Resolution?

Attachment: If yes, attach appropriate documentation. If no, when is board action scheduled?

FACT SHEET IS REQUIRED BEFORE LEGISLATION IS INTRODUCED