

Door to Store

Taking you from your door to
your community store



Food Access Program Partnership
Door to Store Update
November 1, 2021



Door to Store Update Overview

The Jacksonville Transportation Authority (JTA) in partnership with the City of Jacksonville launched the Door to Store program February 1, 2020 providing expanded access for residents living in what are considered food deserts (areas where access to fresh fruits, vegetables, and meats are not as easily available within a close proximity of their homes). The service was expanded into New Town in April of 2021. The service is contracted and operated by Owl Inc.

Customers can take free rides to and from nine grocery store locations within the Northside ReditRide zone including:

Making Ends Meat Market- 4220 Moncrief Road, Jacksonville, FL 32209

Jacksonville Farmers Market- located at 1810 W Beaver St., Jacksonville, FL 32209

Harvey's Supermarket stores located at:

- 2261 Edgewood Ave. West, Jacksonville, FL 32209
- 201 West 48th, Jacksonville, FL 32208
- 777 Market St., Jacksonville, FL 32202

Save-A-Lot grocery stores located at:

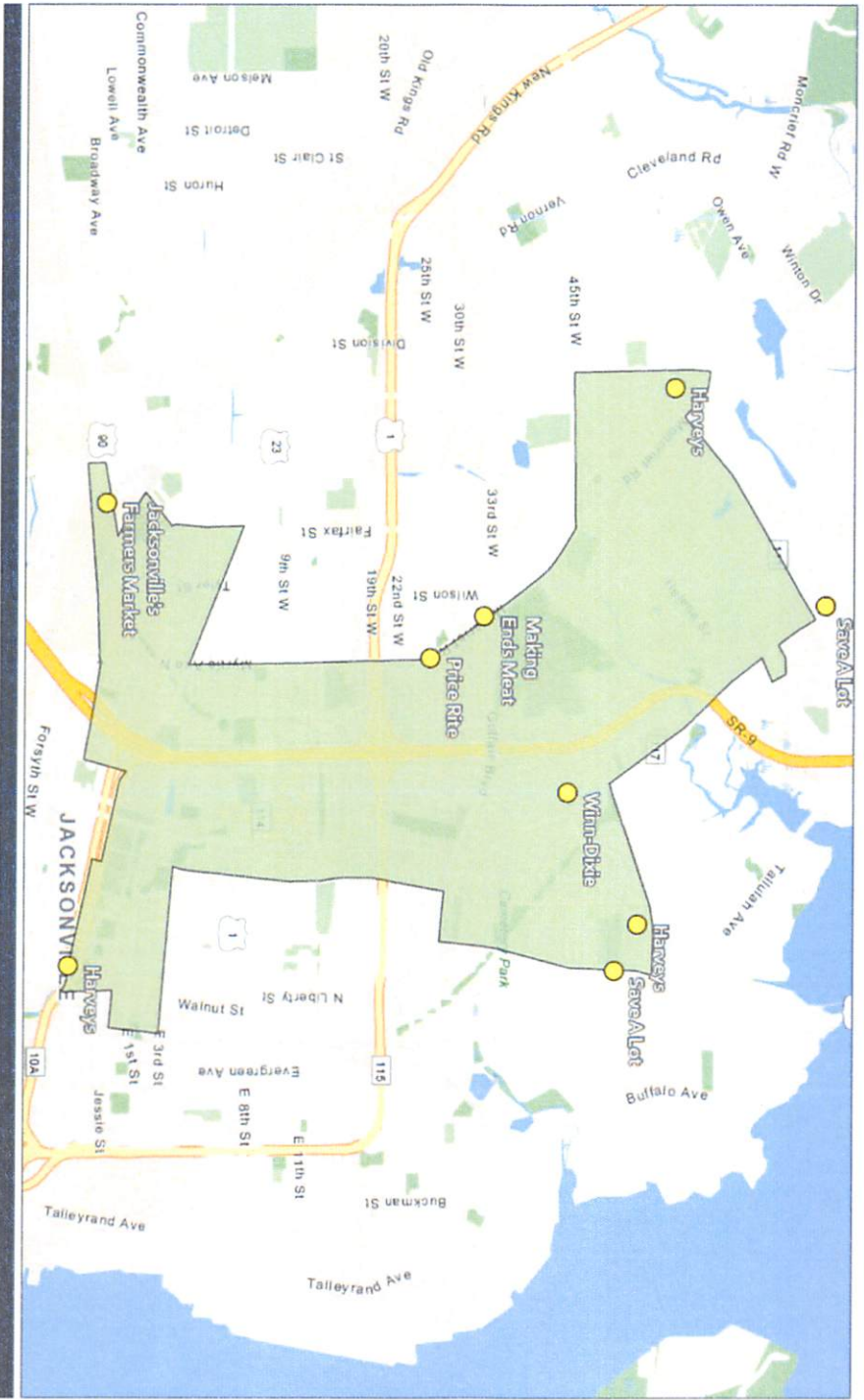
- 8000 Lem Turner Road, Jacksonville, FL 32208
- 5751 Main St. North, Jacksonville, FL 32208

Winn-Dixie - 5210 Norwood Ave., Jacksonville, FL 32208

Price Rite- 3528 Moncrief Road, Jacksonville, FL 32209

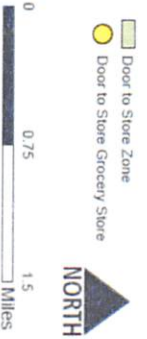


Door to Store Update Overview



Jacksonville
Transportation
Authority

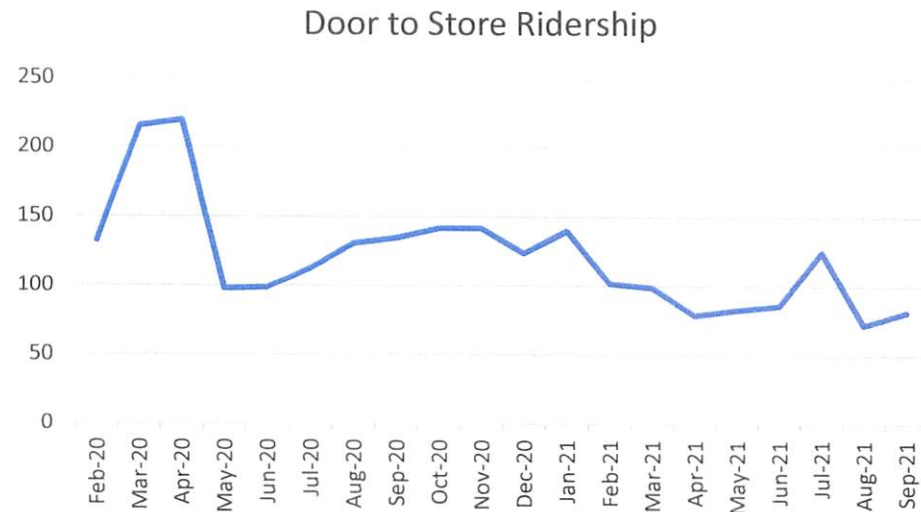
Door to Store





Door to Store Update Ridership

Date	Monthly Ridership
20-Feb	132
20-Mar	215
20-Apr	219
20-May	97
20-Jun	98
20-Jul	112
20-Aug	130
20-Sep	134
20-Oct	141
20-Nov	141
20-Dec	123
21-Jan	139
21-Feb	101
21-Mar	98
21-Apr	78
21-May	82
21-Jun	85
21-Jul	124
21-Aug	71
21-Sep	80



Door to Store Area Residents – 10,400 3



Door to Store Update Promotional Activity

The JTA currently promotes Door to Store via:

- E-mail Campaign
- Social Media
- Community Outreach

Marketing Dollars Expended April – September 2021	
Consulting/Outreach	\$2,775.00

The flyer features the Door to Store logo (a red apple with wheels) and the JTA logo. Text includes: "The City of Jacksonville and the Jacksonville Transportation Authority have partnered Northwest Jacksonville Community... Door to Store... FREE rides to grocery stores...". A numbered list provides instructions: 1. Select your grocery store from the approved list (see reverse); 2. Call (904) 515-2456 (Monday through Saturday, 6 a.m. to 7 p.m.); 3. Schedule your departure and your return trip. A map shows the service area with street names like Main St, Clark St, and others. A small inset shows a "Door to Store" sign with a phone number (904) 555-5488.



Door to Store Update

Program Planning

As more Americans get vaccinated and are returning to work and public places, Door to Store provides the opportunity to reintroduce the value of our services.

The Jacksonville Transportation Authority will continue to drive the program management, marketing & promotions and building key partnerships.

Program Management

- Monitor Ridership
- Provide Monthly reporting for COJ
- NorthJAX/JAX Comparative Analysis
- Manage Transportation day to day

Marketing & Promotions

- Social Media Monthly Posts
- Inclusion in JTA Customer Engagement programs
- Develop Door to Store Portal Page
- JTA Travel Training inclusion
- Promotion for New Town residents

Building Partnerships

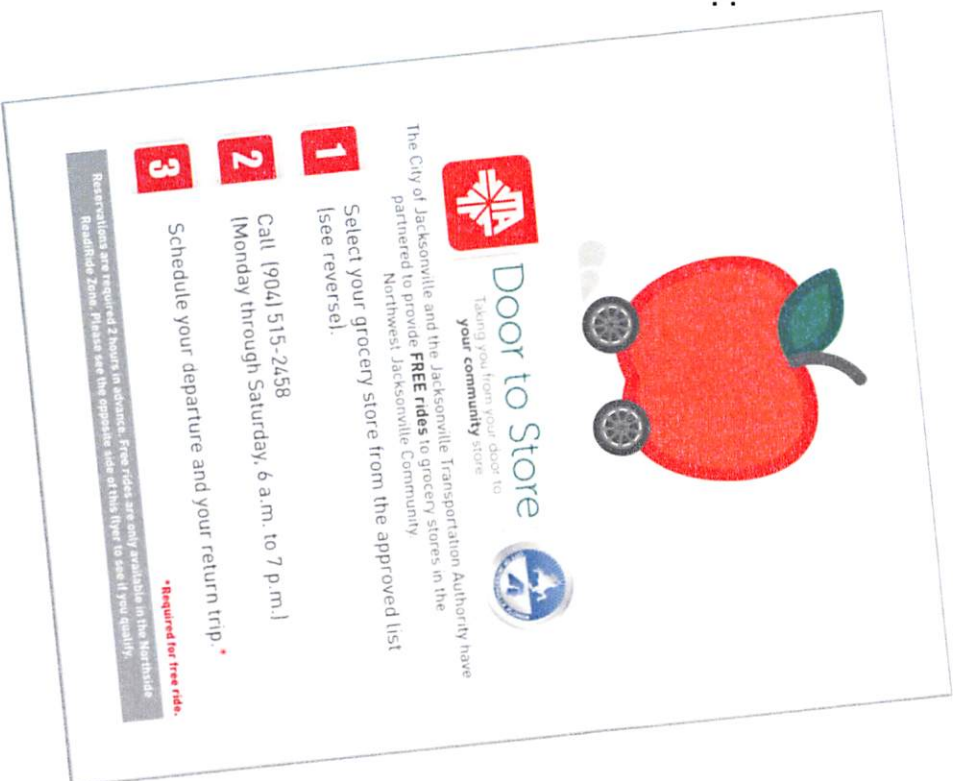
- LISC
- New Town Success Zone
- Community Action Agency
- Northside Coalition of JAX
- Northwest JAX CDC
- Family Foundations
- Southeastern Grocers



Door to Store Update Moving Forward

The JTA will maximize marketing and promotions via:

- E-mail Campaigns
- Geo-specific Social Media
- JTA Brand Ambassador Travel Training
- Community Outreach
- Leveraging Existing Partnerships



The flyer features a red apple with wheels at the top. Below it, the text reads: "The City of Jacksonville and the Jacksonville Transportation Authority have partnered to provide **FREE rides** to grocery stores in the Northwest Jacksonville Community. Select your grocery store from the approved list (see reverse). Call (904) 515-2458 (Monday through Saturday, 6 a.m. to 7 p.m.) Schedule your departure and your return trip." The flyer includes the JTA logo, the "Door to Store" logo with the tagline "Taking you from your door to your community store", and the Jacksonville Transportation Authority logo. A red box with the number "3" is at the bottom left, with the text "Reservations are required 2 hours in advance. Free rides are only available in the Northside Roadside Zone. Please see the opposite side of this flyer to see if you qualify." and a red asterisk with the text "Required for free ride."

3 Reservations are required 2 hours in advance. Free rides are only available in the Northside Roadside Zone. Please see the opposite side of this flyer to see if you qualify. *Required for free ride.

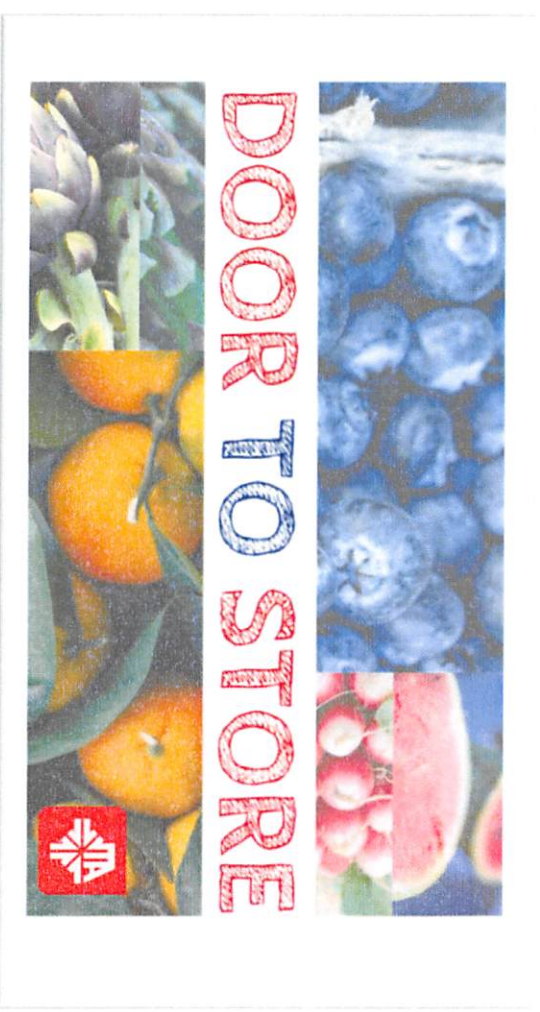


Door to Store Update Moving Forward

The Jacksonville Transportation Authority will continue the marketing & promotions and building key partnerships.

Proposed efforts for November 2021 – February 2022

- Seasonal Social Media Monthly Posts
- Inclusion in JTA Customer Engagement programs
- Increased Face-to-Face Outreach Events
 - ✓ Melanin Market
 - ✓ Faith Based Outreach
 - ✓ Beaver Street Farmers Market Outreach
 - ✓ New Town Success Zone Meetings
- Monthly E-mail Distribution
- Rack Cards on JTA buses in targeted areas
- Utilize COJ Public Affairs social media platforms





Door to Store Update

Comprehensive List of Outreach Partners & Associations

Numbers Business Solution Center
UF Health
Extream Tax
Brentwood Library
Boys & Girls Club
Walgreens
Cathedral Care/ Terrace
Harveys
Save-a-lot
St. Thomas Family Life Center
Missionary Tabernacle Baptist Church
Greggs Temple AME Church
All People International Church
Greater Macedonia Baptist Church
Norwood Flea Market
Edward Waters College
Lem Turner Circle of Faith
Norwood Community Church
Life Church International Jacksonville
Greater Macedonia Baptist Church
North Jacksonville Church of God
Westside Church of Christ of Jacksonville Inc.
Springfield Christian Church of Jax FL Inc.
Greater New MT Canaan Baptist Church
Church of the Immaculate Conception
First Presbyterian Church of Jacksonville Florida
First Baptist Church

Greater New Mt Lilla Baptist Church
Cornerstone Church of the Nazarene
Lake Forest Elementary School
Sallye B. Mathis Elementary School
North Shore Elementary School
Henry F Kite Elementary School
Rutledge H. Pearson Elementary School
Jean Ribault High School
I'm A Star Foundation
Ebenezer United Methodist Church
Household of Faith and Church
New Bethlehem Baptist Church
UF Health Family Medicine and Pediatrics – Soutel Plaza
Florida Department of Health Duval
CARIBBEAN SUNRISE BAKERY AND RESTAURANT
Andrew Jackson High School
Northside Church of Christ
Gateway Town Center
Area Apartment Complexes
Cookbook
Florida State College
Jacksonville Farmers Market
Auntie Peaches
St Pius the Fifth Catholic Church
Spoken Word Ministries
Greater New Birth Missionary Baptist Church Inc.
First Methodist Church

Unity Missionary Baptist Church
New Haven Baptist Church Inc
St Phillips Episcopal Church
Christian Healing Ministry Inc
St Joseph Missionary Baptist Church Inc
Gospel Temple Church of God in Christ
United House of Prayer for All People of the Church
Under Watchful Care Ministries In
First Baptist Church of Jacksonville Florida Inc
Union Progressive Baptist Church
Fresh Ministries Inc
New Mt Zion Baptist Church
Northside Church of Christ
JOHNSON FAMILY YMCA
Greater St. Mathews Baptist Church
A. Phillip Randolph High School
R. V. Daniels Elementary School
Stanton College Preparatory School
WINSTON FAMILY YMCA
Word Vine Christian Fellowship
St Matthew Baptist Church
Durkeeville Historical Society
Mary Eaves Apartments
Mount Zion AME Church
Greater New Jerusalem Baptist Church
Bethel Baptist Institutional Church Inc
St. Johns Episcopal Church



Questions

Thank You

