

A summary chart is as follows:

<b>Program Name</b>	<b>Amount</b>
Full Service Grocery Store (Saglo: Edgewood Ave. Store)	\$750,000
Mobile Markets	\$200,000
Transportation	\$100,000
Delivery Service	\$0.00
Expanded Inventory Offering	\$0.00
Remaining Available	\$1,845,000
<b>Total</b>	<b>\$2,895,000</b>

OED respectfully requests MBRC's consideration at your October 7, 2019 meeting to submit legislation, which outlines criteria and allocates funding to these various programs.

Should you have any questions, please contact me at your convenience.

Attachments

## **Delivery Initiatives Program**

*Northwest Jacksonville*

### Objective

This program is developed to focus on disadvantaged Northwest Area residents that have issues accessing fresh foods such as fruits, vegetables and meats through the latest technological trends and conveniences. In many instances residents in the Northwest Area must drive or even walk long distances to obtain their fresh foods. In those instances where it is not practical for an area resident to visit the grocery store, delivery services are an alternative means to access fresh foods at a cost. Even though existing food delivery companies service the area, the City recognizes that Public funding may be necessary to ensure availability of reasonably affordable fresh food delivery. The vast majority of residents living within the Interstate 295 beltway in the Northwest Area of the City are not able to utilize this service due to the cost. This Program provides for the City to offset a portion of these costs.

This program seeks to reduce the costs for residents of an address in the Northwest Area that live within the Interstate 295 beltway to receive deliveries of fresh foods. The discount to area residents is primarily to delivery charges typically required by the delivery service provided for the area. The delivery service availability will be from its listed stores to be specified within the agreement.

### Grant

The maximum period for the grant will be for one year with an option for one additional year.

Each delivery within the Northwest boundary will be eligible for a subsidy of \$10. The maximum grant will be \$5000 per month.

### Criteria

- The Contract will be made with an existing business licensed, insured (meeting all risk management requirements) and contracted in order to subsidize delivery of Fresh and Healthy Food Options.
- The delivery service business shall provide financials and demonstrate existing experience in food delivery for at least two years and a financially feasible model for delivery in the Northwest Area.
- The delivery service provider will supply the City with projected proforma financial statements for the first year of the Program.
- Documentation of food deliveries (itemized receipts) must be submitted prior to grant payment.
- Any delivery reimbursement shall be provided only to those addresses located within the Northwest Boundary within the I-295 loop.
- No alcohol sales may be included in the delivery
- Food delivery models that are approved by the City must be established by a reputable provider such as grocery store or recognized delivery service with a contract with a Full Service Grocery Store. Such provider shall make deliveries within a 24 hour period of receiving the order.

## Mobile Market Program

### *Northwest Jacksonville*

#### Objective

Mobile Markets are to provide opportunities to in-fill areas that have limited access to healthy foods. The City of Jacksonville is attempting to provide broader access to fresh foods such as fruits, vegetables and meats within the Northwest Area. Furthermore, the City of Jacksonville is engaging entities that are mobile (Mobile Markets) to providing these same foods.

The Mobile Market Program is developed to provide fresh foods in Food Desert Areas in the Northwest Area. The Mobile Market offers a variety of different fruits, vegetables and/or meats. The Supplemental Nutrition Assistance Program (SNAP) is a potential way of combining the City's efforts with the Federal Program.

#### Grant

- The Mobile Market shall operate for a period of not less than two years.
- The grant will provide for the acquisition of capital related investments associated with the distribution of fresh foods throughout the Northwest Area.
- The maximum grant shall be limited to \$125,000 per vehicle as defined below (to a maximum of two vehicles per entity).
- Match required one dollar for every four dollars of City capital grant. The grantee will be required to demonstrate ability to cover all operational costs (i.e. – insurance, produce, etc.)

#### Criteria

- Capital is defined as vehicles (motorized or transported) and their “outfitting” which shall include self-contained and self-powered refrigeration units of not less than a total of forty-eight cubic feet. No operational costs are eligible for this grant.
- The vendor must have a valid Business License authorizing the disbursement of food and have certification for food safety (IAB or equivalent).
- The vendor must demonstrate that it controls a distribution facility with refrigeration in Duval County. This is to ensure regular and dependable stocking of the Mobile Market vehicle(s). Furthermore, there shall be secure storage, satisfactory to the City, for any granted vehicles.
- The vendor will provide regularly scheduled service to a minimum of 4 different locations per week per vehicle within the Northwest Area.
- Documentation of monthly food sales/distribution (receipts) subject to review by the City.
- After the first six months, minimum monthly sales/value of distribution shall not be less than \$20,000 per vehicle for more than a consecutive two month period.

## Transportation Program

### *Northwest Jacksonville*

#### Objective

The City of Jacksonville desires to provide those residents of the Northwest Area with a transportation option to access and purchase fresh foods such as fruits, vegetables and meats from the closest Full Service Grocery store. In some instances residents in the Northwest Area have no vehicular access and are left with no other option other than to walk long distances to obtain their fresh foods. In those instances it is not practical for an area resident to visit the grocery store. Therefore, the City of Jacksonville researched with the Jacksonville Transportation Authority (JTA) whether programs such as "ReadiRide" might be beneficial for area residents to get to area grocery stores.

The area of focus is a modified "ReadiRide" area within the Northwest Area. The transportation option focuses on transportation from the place of residence to the Full Service Grocery store and back to the place of residence.

#### Grant

- The grant will be for a period of one year pilot period. Extensions may be granted based on the program's success.
- The grant provides JTA supplemental funding for the cost of providing service not already available to residents in the Northwest Area JTA "ReadyRide" boundaries.
- The grant is \$100,000 annually during the pilot period.

#### Criteria

- Residents in the modified JTA "ReadyRide" boundary are eligible to receive discounted transportation from their place of residence to a nearby grocery store within the boundary.
- Standard ReadiRide rates apply to the resident for transportation to and from the grocery store.
- The JTA contracts with service providers through its normal course and in conjunction with its funding mandates and mission.
- The vehicle is required to pick-up and drop off the resident in the City right-of-way in front of their place of domicile.
- The individual shall only be dropped off in front of the grocery store.
- The provider must report monthly use activity logs to the City.

## Expanded Inventory Offering Program

*Northwest Jacksonville*

### Objective

The retail industry has expanded in Northwest Jacksonville; however, there has been a lack of expansion of retailers offering fresh foods. Some of the stores that now occupy the primary commercial corridors offer only non-perishable (packaged dry goods) or less healthy food options.

These retail options are often eligible to participate in the Supplemental Nutrition Assistance Program (SNAP) formerly known as food stamps. SNAP is a federal nutrition program that allows families to buy healthy foods. As a result, the City of Jacksonville desires to provide stores that do not typically provide fresh food to do so with an incentive to provide healthy food options to the residents in Food Deserts.

The business would be located in or adjacent to a census tract that is designated a Food Desert but does not currently offer fresh fruits, vegetables or meats. It would be expected that with the increased offering of a variety of different fruits, vegetables or meats, there is an expected positive impact to those residents living in a Food Desert.

### Grant

- The grant will be for a one time purchase of required equipment.
- The grant provides the existing retail store a grant not to exceed \$5000 to purchase display fixtures including “open air” refrigeration units (similar to those in full service grocery stores) and other display fixtures in order to offer fresh fruits, vegetables and meats.
- The Grant will be on a reimbursement basis.

### Criteria

- The eligible business must be an existing retail establishment not currently offering fresh fruits, vegetables and meats.
- The retail store must be located in or adjacent to a census tract designated as a Food Desert.
- There must be an investment in the capital necessary to display and ensure fresh fruits, vegetables and meats such as display shelving, refrigerated displays, and other elements necessary to ensure the successful sale of fresh foods.
- The store must dedicate an area of no less than 500 square feet of area to the sale of fresh foods.
- The retail store must be at least 3,000 square feet in area, accepting SNAP cards
- The retail store must keep the established fresh food area reasonably stocked for a period of at least one year.