

**CITY COUNCIL RESEARCH DIVISION
LEGISLATIVE SUMMARY**



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Bill Type and Number: 2019-768

Introducer/Sponsor(s): Council President at the request of the Mayor

Date of Introduction: October 22, 2019

Committee(s) of Reference: NCSPHS, F

Date of Analysis: October 22, 2019

Type of Action: Appropriation

Bill Summary: This bill approves and adopts the four food desert pilot programs, consisting of the Delivery Initiatives Program, the Mobile Market Program, the Transportation Program, and the Expanded Inventory Offering Program. This appropriation from NW Economic Development Reserves allocates funding for two of the pilot programs, the Mobile Market Program in the amount of \$200,000 and the Transportation Program in the amount of \$100,000.

Background Information: Ordinance 2018-195 appropriated \$3,000,000 for the NW Jacksonville Economic Development Fund to specifically address food desert matters in the area, less the cost of the consultant who was contracted to make recommendations on potential programs to alleviate the food desert problem. Ordinance 2019-245-E requires the Office of Economic Development to submit legislation outlining the criteria for the Pilot Programs and a proposed allocation of funds prior to appropriating funding. The pilot programs to increase fresh food access to the area's residents will include:

- Mobile markets (\$200,000) – grant will provide for the acquisition of capital related investments, limited to \$125,000 per vehicle, no operational costs are eligible, service to a minimum of 4 different locations per week per vehicle
- Transportation (\$100,000) – City partnering with the Jacksonville Transportation Authority to provide residents within the modified JTA “ReadyRide” boundary with discounted transportation from their place of residence to a nearby grocery store within the boundary and back to their place of residence, period of one year pilot
- Affordable delivery – food delivery to addresses located within the I-295 loop within the NW boundary; delivery company will be eligible for a subsidy of \$10; the maximum grant will be \$5000 per month per delivery entity to subsidize costs
- Expanded Inventory Offering Program – grant for one time purchase of required equipment not to exceed \$5000 to purchase display fixtures including “open air” refrigeration units; applicants must be existing retail establishment not currently offering fresh fruits, vegetables and meats but eligible to participate in the Supplemental Nutrition Assistance Program

Policy Impact Area: Food desert pilot programs in Northwest Jacksonville

Fiscal Impact: Appropriation of \$300,000 as initiated by B.T. 20-019

Analyst: Hampsey