LEGISLATIVE FACT SHEET

DATE: 10/11/19

BT or RC No: <u>BTJ0-024</u> (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

List the source **name** and provide Object and Subobject Numbers for each category listed below:

as follows:

(Name of Fund as it will appear in t	itle of le	gislation)		
Name of Federal Funding Source(s)	From:		Amount:	
	То:		Amount:	
Name of State Funding Source(s):	From:		Amount:	
	То:		Amount:	
Name of City of Jacksonville Funding Source(s):	From:	NW Jacksonville Economic Development Fund - Reserves	Amount:	\$95,000
	То:	NW Jacksonville Economic Development Fund - Subsidies & Contributions	Amount:	\$95,000
Name of In-Kind Contribution(s):	From:		Amount:	
	То:		Amount:	
Name & Number of Bond Account(s):	From:		Amount:	
	то:		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.

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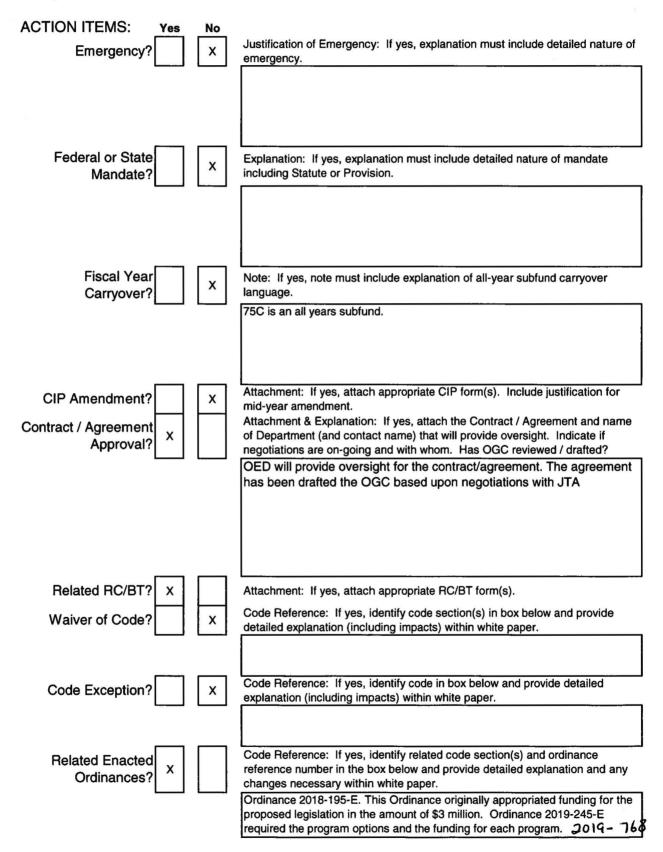
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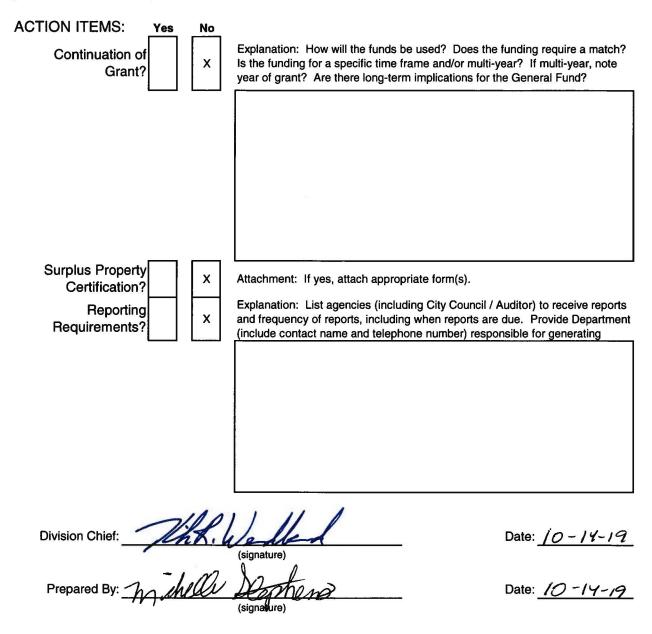
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ACTION ITEMS: Purpose / Check List. If "Yes" please provide detail by attaching justification, and code provisions for each.



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



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ADMINISTRATIVE TRANSMITTAL

То:	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: <u>kwendland@coj.net</u>				
Primary					
Contact:	(Name, Job Title, Department)				
	Phone: 255-5446 E-mail: <u>paulc@coj.net</u>				
CC:	Jordan Elsbury, Director of Intergovernmental Affairs, Office of the Mayor				
	904-255-5013 E-mail: jelsbury@coj.net				
<u>COUN</u>	CIL MEMBER / INDEPENDENT AGENCY / CONSTITUTIONAL OFFICER TRANSMITTAL				
То:	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:					

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.

E-mail:

Independent Agency Action Item: Yes Boards Action / Resolution?

Phone:

No

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

FACT SHEET IS REQUIRED BEFORE LEGISLATION IS INTRODUCED