

LEGISLATIVE FACT SHEET

DATE: 12/28/2020

BT or RC No: N/A

(Administration & City Council Bills)

SPONSOR: Office of Economic Development

(Department/Division/Agency/Council Member)

Contact for all inquiries and presentations: Office of Economic Development

Provide Name: Paul Crawford, Director of Operations Contact No: 255-5446

Email 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)

As authorized by ordinance 2019-812-E, the City of Jacksonville (City) and the Jacksonville Transportation Authority (JTA) have partnered together in a "Pilot program" over the past year to address the food desert issues within portions of Northwest Jacksonville using on-demand, curb-to-curb transportation.

The pilot program did four main things:

- 1) Enhanced the existing ReadIRide service within the Northside Zone.
- 2) Provided a free service for customers to reserve both their "to" and "from" trip to a grocery store at the same time.
- 3) Branded the program to be named "Door to Store" while reaching out to the residents.
- 4) Expanded the service area in the Northside zone to encompass seven (7) grocery stores, with the goal of increasing the mobility of customers who need improved access to fresh food.

During this time, through a contract with a third party provider, the JTA operated and marketed the "Door to Store" program area. This is an on-demand service where customers can either call or use a mobile app to request a ride to a destination within a designated zone. This existing service was introduced shortly before the COVID-19 pandemic and, while successful, the program's full potential is yet to be realized.

This legislation will extend the program and provide additional funding of \$50,000 plus any excess funding up to \$25,000 from the original agreement to further provide the existing service.

APPROPRIATION: Total Amount Appropriated \$50,000 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 the title of the legislation)

Name of Federal Funding Source(s)

From: _____ Amount: _____

To: _____ Amount: _____

Name of State Funding Source(s)

From: _____ Amount: _____

To: _____ Amount: _____

Name of COJ Funding Source(s)

From: Northwest JEDC Fund/Transportation Program/Contingency Amount: \$5,000

From: Northwest JEDC Fund/Supermarket Incentive Program/Contingency Amount: \$45,000

To: Northwest JEDC Fund/Transportation Program/Subsidies & Contributions to Other Govt
Amount: \$50,000

Name of In-Kind Contributions:

From: _____ Amount: _____

To: _____ Amount: _____

Name & No. 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 ongoing maintenance and staffing obligation? Per Chapter 122 & 106 regarding funding of anticipated post-construction operation costs. (Minimum of 350 words – maximum of 1 page.)

\$50,000 for the agreement will be transferred to the Transportation Program in the Northwest JEDC Fund from available contingency funds in the Northwest JEDC Fund that were set aside to address Food Desert related matters. Additionally, following financial true-up of the Funding Agreement dated January 6, 2020 and approved per Ordinance 2019-812-E, excess funds up to \$25,000 shall be included in the new Funding Agreement. No match and no on-going maintenance is required as a result of the proposed legislation.

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

ACTION ITEMS:

Emergency? Yes _____ No **X** _____

Justification of Emergency: If yes, explanation must include detailed nature of emergency.

Federal or State Mandate? Yes _____ No **X** _____

Explanation: If yes, explanation must include detailed nature of mandate include Statute or Provision.

Fiscal Year Carryover? Yes **X** _____ No _____

Note: If yes, note must include explanation of all-year subfund carryover language.

The Northwest Fund is an all-years fund.

CIP Amendment? Yes ___ No **X** _____

Attachment: If yes, attach appropriate CIP form(s). Include justification for mid-year amendment.

Contract/Agreement Approval? Yes ___ **X** _____ No _____

Attachment & Explanation: If yes, attach the Contract/Agreement & provide name of the Department and include contact name and telephone number of the person r that will provide oversight. Indicate if negotiations are on-going and with whom. Has OGC reviewed/drafted?

This legislation will require a contract substantially similar to the contract authorized under 2019-812-E, which will be drafted by OGC. OED will provide oversight and administration.

Related RC/BT? Yes ___ **X** _____ No _____ If yes, attach appropriate RC/BT form(s)

Waiver of Code? Yes ___ No **X** _____

Code Reference: If yes, identify code section(s) in space below & provide detailed explanation (including impacts) within white paper.

Code Exception: Yes ___ No **X** _____

Code Reference: If yes, identify code section(s) in space below & provide detailed explanation (including impacts) within white paper.

Related Enacted Ordinances? **X** _____ No _____

Code Reference: If yes, identify related code section(s) and ORD reference number in the space below & provide detailed explanation and any changes necessary within whitepaper.

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

Ordinance 2019-812-E appropriated \$95,000 from reserves within the Transportation Program of the Northwest JEDC Fund for JTA for substantially the same function as being identified in this proposed legislation.

ACTION ITEMS:

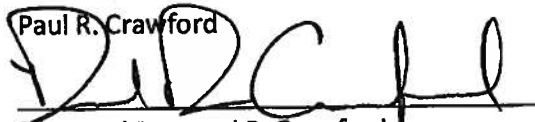
Continuation of Grant? _____ No **X** _____

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? _____ No **X** _____ Attachment: If yes, attach appropriate form(s)

Reporting Requirements? Yes _____ No **X** _____

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

Paul R. Crawford

Prepared By: Paul R. Crawford

Date: 12/28/2020

Date: 12/28/2020

ADMINISTRATIVE TRANSMITTAL

To: City Council Legislative Service Division

Thru: N/A
(Name, Job Title, Department)

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, Director of Operations, Office of Economic Development
(Name, Job Title, Department)

Phone: 255-5446 E-Mail: paulc@coj.net

CC: Leeann Krieg, Director of Governmental Affairs, Office of the Mayor

Phone: 255-5015 E-Mail: LeeannK@coj.net

COUNCIL MEMBER/INDEPENDENT AGENCY/CONSTITUTIONAL OFFICER TRANSMITTAL

To: Peggy Sidman, Office of General Counsel, St. James Bldg., Suite 480

Phone: 255-5055 E-Mail: psidman@coj.net

From: N/A
Initiating Council Member/Independent Agency/Constitutional Officer

Phone: _____ E-Mail: _____

Primary Contact: N/A
(Name, Job Title, Department)

Phone: _____ E-Mail: _____

CC: Leeann Krieg, Director of Governmental Affairs, Office of the Mayor
Phone: 255-5015 E-Mail: leeannk@coj.net

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

Independent Agency Action Item:

Board(s) Action/Resolution? Yes X No _____

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

NWJEDF Advisory Committee action is scheduled for 1/19/2021.

FACT SHEET IS REQUIRED BEFORE LEGISLATION IS INTRODUCED



OFFICE OF ECONOMIC DEVELOPMENT
CITY OF JACKSONVILLE, FL

**FOOD DESERT TRANSPORTATION PROGRAM
JACKSONVILLE TRANSPORTATION AUTHORITY (JTA)
DOOR TO STORE PROGRAM SUMMARY**

December 29, 2020

Entity:

Jacksonville Transportation Authority (JTA)

Background:

The City of Jacksonville (City) and the Jacksonville Transportation Authority (JTA) partnered for a one year pilot program to address the food desert issues in Northwest Jacksonville using on-demand, curb-to-curb transportation. The program, called “Door to Store”, operates within a modified ReditRide boundary in Northwest Jacksonville, which includes seven (7) grocery stores as well as the Jacksonville Farmer’s Market. The original agreement for \$95,000 was approved per Ordinance 2019-812-E and funded via the Northwest Jacksonville Economic Development Fund, using funds that were set aside specifically to address Food Desert related matters.

Through a contract with a third party provider, the JTA provides on-demand service where customers can call to request a ride to one of the grocery stores or farmer’s market located within the designated boundary. The Door to Store program allows customers to reserve “to” and “from” trips to a grocery store at the same time. A mobile application is currently in development, which will further enhance the end user’s ability to schedule trips.

To-date, the program has helped to accomplish the goal of increasing the mobility of customers who need improved access to fresh food. Since launch, Door to Store has been consistent in daily ridership even during the nationwide pandemic.

Project Rationale & Benefits:

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. Some citizens within the defined area have limited availability to convenient transportation to access such fresh foods. Furthermore, some residents may be unable to walk even limited distances in order to catch mass transit, especially as they return from the store carrying their

groceries. 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 proposes to continue funding the JTA Door to Store program for one additional year.

Project Deliverables:

The City of Jacksonville proposes to provide:

- A \$50,000 grant to the Jacksonville Transportation Authority (JTA).
- Apply up to \$25,000 of excess funds following financial true-up of the initial one year pilot to the new agreement.

JTA will provide:

- On-demand, curb-to-curb transportation within the modified ReditRide boundary, which currently includes a total of seven (7) grocery stores, as well as the Jacksonville Farmer's Market, at no cost to the user.
- Dedicated phone tree option for scheduling the initial and return trip to grocery store at the same time.
- Effective marketing of the service (includes door-to-door campaign, digital ads, promoted social media ads)