

EXHIBIT 3 –
FOOD DESERT PILOT PROGRAMS

Delivery Initiatives Program

Northwest Jacksonville

Objective

This program will be 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 ensure these costs are reasonable.

The Office of Economic Development is considering negotiating with providers for food delivery in the market place. OED 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 discounts to area residents will be primarily through a reduction from the normal cost of membership and delivery charges typically required by the delivery service provided for the area. The delivery service availability will be from its listed stores. The delivery service will not provide groceries from every store (only those stores in reasonable proximity to the zip codes requesting delivery and that are contracted with the delivery service).

Transportation Program
Northwest Jacksonville

Objective

The City of Jacksonville desires to provide those residents of the Northwest Area with a transportation option to 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 OED will research 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 will be within the Northwest Area and more specifically within the Interstate 295 beltway. The transportation option will focus on transportation from the place of residence to the Full Service Grocery store and back to the place of residence.

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 Office of Economic Development may desire to utilize the accounting information of SNAP 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 obviously would be located in or near 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.

Mobile Market Program
Northwest Jacksonville

Objective

Mobile Markets may also provide opportunities to in-fill areas that have no convenient access to Healthy Foods. The City of Jacksonville is attempting to provide a broader offering of stores providing fresh foods such as fruits, vegetables and meats within the Northwest Area. Furthermore, the Office of Economic Development (OED) wants to investigate whether entities that are mobile (Mobile Markets) might include providing these same foods.

The Mobile Market will be asked to sell the Fresh Food in Food Desert Areas in the Northwest Area. The Mobile Market will need to offer a variety different fruits, vegetables and/or meats. The Supplemental Nutrition Assistance Program (SNAP) may be a logical way of combining the City's efforts with the Federal Program. The OED may be able to utilize the accounting information of SNAP to measure the program's success.