



# Memorandum

**TO:** MAYOR REED

**FROM:** Councilmember Donald Rocha

**SUBJECT:** BUDGET DOCUMENT

**DATE:** May 21, 2014

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Approved Don Rocha Date 5/21/14

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## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: **CORNER STORE INITIATIVE**

Amount of City Funding Required: \$250,000

Fund Type (i.e. General Fund, C&C funds, etc.): Essential Services Reserve

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

This proposal would designate \$250,000 as a program match to create a public-private partnership led by The Health Trust to assist small business owners operating corner stores and small convenience stores in converting their infrastructure to allow for the sale of dairy, whole grains and fresh produce. This three-year program is already 75% funded by The Health Trust and other partners and is recognized as a national best practice in creating healthier communities and increasing pedestrian travel. Many studies indicated that residents make up to seven walking trips to a corner store for every one driving trip to a market or grocery store. This existing program will assist residents through the permitting process and guide them through the marketing, purchasing and consumer economic aspects of changing their product selection. Supporting the health of our residents while assisting our small business owners follow a profitable model already employed by major retailers like 7-11 is a good investment for us to make.

### Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund):

Department or Organization: City Manager's Office

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

Name: Norberto Dueñas

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Phone number: 535-8180

E-mail address: Norberto.Duenas@sanjoseca.gov

This change is:

One-time       Ongoing

The City Service Area to which the change best relates:

- Community and Economic Development Services
- Environmental and Utility Services
- Neighborhood Services
- Public Safety
- Strategic Support
- Transportation and Aviation Services