



**CITY OF SALINAS
FINANCE COMMITTEE**

DATE: FEBRUARY 3, 2020

DEPARTMENT: COMMUNITY DEVELOPMENT DEPARTMENT

FROM: MEGAN HUNTER, DIRECTOR

**BY: LISA BRINTON, PLANNING MANAGER
ADRIANA ROBLES, SENIOR ENGINEER
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TITLE: VENDOR ORDINANCE ADMINISTRATIVE REPORT

RECOMMENDED MOTION:

Receive an administrative report on the City's Vendor Ordinance. No action required.

DISCUSSION:

Vendor Ordinance Summary

The Vendor Ordinance defines three categories of street vendors:

- Catering Vehicle,
- Non-Motorized Pushcarts
- Street Vendors

Only 32 Catering Vehicles are authorized to conduct business in the City at pre-approved locations allowed under the ordinance. Vending is only allowed in the public right of way and is prohibited within any city park or recreational facility. Vending is also not allowed on private property.

Ordinance Review and Evaluation Update

Over the past two weeks, staff reached out to the 317 vendors on the food truck vendor permit waiting list to determine how many of these vendors have the equipment to conduct business at this time and their interest in remaining on the list. Staff are about a third of the way through the list, with 198 vendors remaining. Staff anticipate completing this outreach process by February 5, 2020. As of the writing of this report, staff have connected with 103 of the 317 vendors via email and/or telephone call. As a result of this outreach effort, we discovered the following:

- 24 have trucks ready to commence service and want to remain on the list.

- 17 want to remain on the list but do not have a truck but want to remain on the list as they are waiting for a permit prior to investing in the equipment.

Potential Ordinance Modifications

Over the past year City and County Health Department staff have convened a Vendor Ordinance Taskforce to review the current ordinance and its implementation and monitoring to evaluate the potential for modification and expansion of the program through increasing the number of permits and locations for vending. This includes evaluating the potential impact to “brick and mortar” restaurants with the City’s overall economic development strategy to support and encourage entrepreneurialism.

Since fall 2019, Community Development and Development Engineer staff have discussed establishing a pilot program(s) to:

- allow food truck vendors adjacent to parks;
- allow food trucks vendors on private property; and
- modify the cap on the number of food trucks permits in the City.

Staff have been coordinating with Current Planning, Parks and Recreation and County Health Department staff to outline program parameters and criteria. Ordinance changes and program components may be phased. For example, a pilot program adjacent to parks would be a first phase, followed by recommendations to allow vending on private property. It is anticipated that a draft of the pilot program to allow vending adjacent to parks would be provided to the City Attorney for legal review by end of March 2020.

Staff continues to research other jurisdictions’ vending programs, focusing those that allow vending on private property. It is anticipated that staff will provide pilot program recommendations by summer 2020.

FISCAL AND SUSTAINABILITY IMPACT:

The current vending permit fee, depending on the type of business, is approximately \$900.00, including fire inspection. Staff is reviewing the permit fee structure to ensure program cost are covered. In FY 2018-2019 the City collected \$34,012.57 in vending permit fees and related fire inspections and Trakit fees.