



CITY OF GRAND RAPIDS AGENDA ACTION REQUEST

DATE: May 23, 2017

TO: Gregory A. Sundstrom, City Manager

COMMITTEE: Committee of the Whole
LIAISON: Gregory A. Sundstrom, City Manager

FROM: Jessica Wood, Assistant City Attorney
Department of Law

SUBJECT: **Resolution setting a public hearing and providing for the publication of an Ordinance to Amend Mobile Food Truck Pilot Ordinance**

Attached for your consideration and adoption please find an ordinance to amend the Mobile Food Truck Pilot Ordinance. Following the introduction of the ordinance on July 12, 2016, and a public hearing held on July 26, 2016, the ordinance was finally adopted by this City Commission on August 17, 2016. Since that time, the food truck working group consisting of all of the various stakeholders has continued to meet and evaluate the performance of the Pilot ordinance, as directed by the City Commission, in order to suggest amendments to the ordinance as needed.

The purpose of the Pilot Food Truck Ordinance adopted by the City Commission in August 2016 is to experiment with public policy solutions that increase opportunity for culinary entrepreneurship, small business development and public space activation on City-owned property. When the 2-year Pilot Ordinance was adopted, the City embraced a Test-Learn-Iterate method to Pilot implementation. That method is to test new approaches, gather evidence and learn from user experiences and then utilize the new insights - where practical – to iterate public policy adjustments that better position the City to achieve the desired outcomes.

Eight months now into the Pilot, the City has new evidence – including direct stakeholder feedback, general survey information and importantly the experience of frontline implementation staff – that reveal preliminary implementation challenges and help to define policy adjustments that will help improve the Pilot ordinance.

The policy adjustments recommended here aim to further streamline the City's regulatory process, lower user fees and barriers to entry for entrepreneurs and support efficient use of the City's on-street parking system. Adopting these proposed adjustments at this time is important to implement the changes in time for the summer food truck season and support the City's Test-Learn-Iterate method.

Some bullet points covering the salient features of the proposed amendments to the ordinance are as follows:

1. Significantly, food trucks will now have the option within designated zones of either reserving parking meters through the Mobile GR program (“hooding the meters”) OR of paying for the meter in accordance with the instructions on the meter (“feeding the meter” or paying by credit card, for example). This will provide more flexibility and a significant reduction in cost.
2. New zones are proposed because several of the originally designated zones are not currently usable as a result of construction and other unforeseen issues.
3. Uptown CID has surveyed citizens within its district and is requesting that two designated areas be added accordingly.
4. The Temporary Limited Permit provision would be administered through Mobile GR. These 4-hour permits would provide food trucks some flexibility outside of designated zones but only in accordance with the Mobile GR meter reservation program and only in certain circumstances. Administering the temporary limited permits this way would result in significantly lower cost to food truck operators, and would allow them to accommodate specific requests from businesses.

The attached resolution would provide for the publication of a summary of the proposed ordinance amendment as well as notice of a public hearing to be held June 6, 2017. The resolution would schedule the ordinance for consideration for adoption on June 13, 2017. Also, in order to accommodate the quickly approaching food truck season, it is requested that this amendment be given immediate effect if it is adopted on June 13, 2017.

Please place this item on the May 23, 2017 Agenda of the Committee of the Whole. I will be happy to answer any questions. Thank you.

YOUR COMMITTEE OF THE WHOLE recommends adoption of the following resolution providing for the publication of a proposed ordinance amending Sections 6.100 through 6.116 of Chapter 74 of Title VI of the Code of the City of Grand Rapids entitled "Food and Health" and for publication to schedule a public hearing.

WHEREAS:

1. The City Commission wishes to amend City food truck policy in a way that better supports culinary entrepreneurship, small business development and placemaking; and
2. The City Commission further desires to consider a new ordinance to establish mobile food vending operating areas within the public realm, where such areas respect the proximity of existing stakeholders and restaurants, provide a streamlined regulatory approach to permitting mobile food vending operations in a manner that protects public interests, and support small business development and activates public space; and
3. This is a Pilot ordinance and in order to react responsively to ongoing feedback from the stakeholders, the City Commission wishes to amend the ordinance in order to further streamline the City's regulatory process, lower user fees and barriers to entry for entrepreneurs and support efficient use of the City's on-street parking system; therefore:

RESOLVED that:

1. The attached ordinance amending Sections 6.100 through 6.116 of Chapter 74 of Title IV entitled Food and Health of the Code of the City of Grand Rapids shall be published as part of the proceedings; and
2. Pursuant to Section 10(b) of Title V of the City Charter, the City clerk shall publish a summary of the attached ordinance in a newspaper of general circulation in the City; and
3. A public hearing to obtain public comment on the concept of a PILOT Mobile Food Business Ordinance and related issues be held on Tuesday, June 6, 2017, at the Salvation Army Kroc Center, 2500 Division Avenue South, Grand Rapids, MI 49507 at 7:00 p.m., and
4. The proposed ordinance shall be considered for adoption on June 13, 2017.