Why Food Trucks?

• Promote entrepreneurship & opportunity.
• Small business development & expansion.
• More active parks & public spaces.
• More food choices for consumers.
• Stronger local food culture.
• More vibrant business districts.
• Stronger ability to attract people.
Pilot Ordinance Approved – August 2016

• Permit food trucks on public property.
• Prioritize public safety.
• Streamline business licensing.
• Clearly define vendor responsibilities.
• Establish a 2-year evaluation period.
Pilot Project Partners

[Logos of various organizations]
Evaluating “Success”

Pedestrian counts  Definitive regional culinary style
Local business success  Cleanliness  Noise  Cost of doing business
Ethnically diverse food options  Image as a vibrant food hub
Economic impact  Environmental sustainability  Access to opportunity
Complaints  Fair, clear, predictable rules
Population density  Dog friendly patios  Fire Citations
Active public space  Hours of food availability
Speed of application approval  Active business districts  Litter
Objective: Promote Business Opportunity

Licensed Trucks:

24 (FY17 Partial)  >>>>  41 (FY18 Partial)

48% of trucks open more often
30% report more customers/sales
Objective: Promote Business Opportunity

Meters reserved on-street:

63 (FY17 Partial)  >>>>  214 (FY18 Partial)
Objective: Promote Business Opportunity

Bricks & Mortar Churn

- 29 new (Sovengard, etc)
- 19 transitioned (Mazzo, etc)
- 7 closed
Objective: Activate Parks & Public Spaces

Food Truck Hours in City Parks
(Non “Special Event”)

<table>
<thead>
<tr>
<th>(FY17 Partial)</th>
<th>(FY18 Partial)</th>
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<tbody>
<tr>
<td>52</td>
<td>420</td>
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3,125 Total Food Truck Hours in Public Realm (2017)
Objective: Protect Public Safety

City Departmental Data

- 9 workshops (~50 total participants)
- 43 trucks inspected
- 0 citations
- 0 incidents
- 11 complaints
Objective: Clear, fair & predictable regulation

Cost of doing business in City
- Fire – $86.91 (FY)
- Clerk – $317 (FY)
- Parks – $35
- MobileGR – $60/day or feed meter

Speed of approval
- Fire – quarterly training
- Clerk – 7 days
- Parks – 1 day online or on spot in person
- Mobile GR – 24 hours
What’s Next?

• Continue field evaluation
• Examine regulations & practices
  • Reciprocity?
  • Time-based zones at curb?
  • Online training?
  • Geo-location?
  • Additional zones?
  • Permitting capacity?
• Report back in January 2019