



# Pilot Food Truck & Trailer Ordinance Performance Report: Year One

Grand Rapids City Commission  
March 2018



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# 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.







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# GR's New Approach

## 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



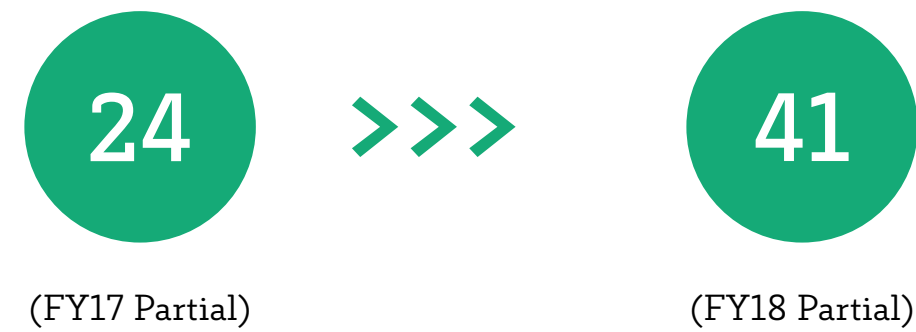
# Evaluating “Success”

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

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# Objective: Promote Business Opportunity

Licensed Trucks:



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48% of trucks open more often  
30% report more customers/sales







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# Objective: Promote Business Opportunity

Meters reserved on-street:

63

(FY17 Partial)

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214

(FY18 Partial)



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# Objective: Promote Business Opportunity

## Bricks & Mortar Churn

- 29 new (Sovengard, etc)
- 19 transitioned (Mazzo, etc)
- 7 closed







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# Objective: Activate Parks & Public Spaces

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

52

(FY17 Partial)

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420

(FY18 Partial)

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**3,125** Total Food Truck Hours  
in Public Realm (2017)



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# Objective: Protect Public Safety

## City Departmental Data

- 9 workshops (~50 total participants)
- 43 trucks inspected
- 0 citations
- 0 incidents
- 11 complaints







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## 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



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# 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

