

NO: **R149**

COUNCIL DATE: **July 22, 2013**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 15, 2013**

FROM: **City Solicitor
General Manager, Parks, Recreation & Culture
General Manager, Engineering**

FILE: **2210-01/12#6**

SUBJECT: **Development of a Mobile Hot Food Cart Program for Surrey**

RECOMMENDATION

The Legal Services Division recommends that Council:

1. Receive this report as information;
2. Approve in principle the development of a Surrey food cart program substantially as described in this report;
3. Authorize staff to proceed with all necessary actions in relation to the detailing of such a program as generally described in this report; and
4. Instruct staff to provide a further report to Council complete with detailed recommendations in relation to the implementation of the Surrey food cart program.

INTENT

The purpose of this report is to provide an update on the results of consultations with other municipalities regarding their experiences operating a food cart program and to provide an overview of options with respect to establishing a hot food vending program in Surrey.

BACKGROUND

Street food is growing in popularity across North America. Many cities are embracing the trend and amending their regulations to allow food carts to become culinary attractions on city streets.

On June 25, 2012, Council in Committee received a delegation that requested Council implement a street food cart program in Surrey modelled after the program which has been established in the City of Vancouver. Other inquiries to a similar effect continue to be received by staff on an on-going basis.

Food Cart Programs in Other Cities

Staff conducted a review of street food vending programs operating in other North American cities such as Portland, San Francisco and Vancouver, among others. The results of the survey are attached to this report as Appendix "A". The results demonstrate how regulations influence the ultimate form taken by each street food vending program.

Not all municipalities share the same goal(s) for their food cart program. Some municipalities have sought to increase the availability of healthy food options on city streets, while others have prioritized improving the vibrancy of specified areas or diversifying culinary opportunities throughout the city's geographic footprint. Program goals are a key factor in the rationale for a program's design and are an important consideration in developing a food cart program for any city.

The design of street food vending programs typically follows one of two broad approaches; being:

- food cart pods; or
- stand-alone food carts.

Each is reviewed in the following sections of this report.

Food Cart Pods

A "pod" is a group of vendors that locate in a common area of the city in close proximity to one another. In Portland food cart pods occur primarily on vacant, privately-owned land. They serve as interim uses, benefiting the surrounding public and private spaces. The City of Portland is the foremost North American city promoting food cart pods by limiting the regulations related to food carts and pod formation. Portland's pod-style street food program has proven successful, landing the City as "the best street food city in North America". The City of Calgary has taken a similar relaxed approach to food cart pods. Calgary's new regulations impose few restrictions.

In other cities, such as Vancouver and San Francisco, pod formation occurred organically. The City of Vancouver's pilot program initially found that food vendors "wanted their own piece of the city". This desire changed following the success of five food vendors that grouped around Vancouver's Art Gallery two years ago. Vancouver now permits and even encourages pod formations in areas of the city not currently served by food carts.

The City of San Francisco found similar results to that of Vancouver. In San Francisco, street food vendors select their own site based on location criteria and are permitted to group together provided there is adequate space. This flexibility resulted in pod-like formations, with multiple vendors locating together. San Francisco has considered altering

its legislation to permit formal food pods; however, mobile food vendors and brick and mortar establishments have not yet been able to reach an agreement regarding amendments to the relevant regulations.

Stand-Alone Food Carts

An alternative approach to pod formations is a stand-alone food cart program. This focuses primarily on the siting of individual food carts. North American cities have taken three primary approaches to stand-alone food cart programs. These include:

1. designating areas of the city where food carts may not locate;
2. developing a list of sites from which an applicant may select a location; and
3. siting criteria that food cart applicants use to select a location.

The allocation of sites, as well as the selection of vendors, occurs either through lottery, on a first-come-first-serve basis or on application scoring. Where applicants are 'scored' against each other in a competition for licences, the selection criteria utilized by other municipalities has included:

- the applicant's business plan;
- the applicant's experience;
- the food cart unit design;
- menu diversity;
- readiness;
- food quality; and
- nutritional content.

Siting criteria for food carts commonly includes restricting food cart operation to a specified distance from brick and mortar establishments, other food carts, parks, schools, and intersections. Food carts are also generally prohibited from vending in residential areas. Where operators are granted latitude in selecting where they will operate, locations are required to provide sufficient sidewalk space and a legal parking spot.

Each of the three stand-alone food cart approaches comes with its own advantages and drawbacks. The City of Calgary's stakeholder consultation revealed that initially there was a desire to be able to go to a different location each day, due to the unpredictable nature of the business. More recent feedback, however, indicates that parking is a challenge and that vendors would prefer designated spots or the creation of pods. Other cities also cited issues regarding the assigned spot approach. Several vendors that participated in Toronto's program faced location issues, including limited pedestrian traffic. Vendors with challenging locations were relocated with positive results. Additionally, Toronto encountered issues with vendor participation, as some vendors dropped out of the program because they did not receive their preferred location.

Differing Regulatory Approaches

Findings indicate that minimizing "red tape" can be important for a vibrant and successful street food vending program. The City of Toronto's experience with its failed "A la carte"

program, terminated after two years of the pilot project's three year term, provides a cautionary example for other municipalities. Toronto's program was stringently regulated; in addition to restricting the range of permitted menu items (and requiring vendors to seek authorization before expanding their menus outside of prescribed categories), it mandated that all vendors purchase \$30,000 prefabricated carts with "A la carte" branding, making it difficult for those of limited financial means to participate. These regulatory requirements contributed to vendors suffering significant losses and resulted, ultimately, in the failure of Toronto's program.

By contrast, Portland and Calgary offer compelling examples of programs that have achieved success through limited use of regulations. Portland's regulatory approach is often referred to as "laissez faire" based on the fact that, in the words of a City of Portland staff member, "... we didn't design it. It created itself, just through an interpretation of the laws, but we don't have the laws that were created in other cities." Calgary, on the other hand, developed its own "laissez-faire" approach deliberately, through a program titled, "Cut red tape". Calgary's approach to streamlining processes and saving time and money has been deemed successful by its program's organizers. The City of Calgary is now in the process of transitioning the pilot initiative into a business licence framework and by-law.

City of Surrey's Food Cart Experience-to-Date

The City first operated a program known as "PARKit!" for a 10-day period in April 2012 and a review of the City's experience-to-date was documented in Corporate Report R114:2012, which was considered by Council during its Regular meeting on May 28, 2012. Surrey received the following feedback from the public regarding the initial PARKit! experience:

"I just ate at the pop up cart at Surrey Central today - loved it! Please bring more, on a regular basis!"

"I love this program - Everyone in the tower was talking about the trucks and there were emails going around work - there should be a food truck there all summer - really!!!"

"How fantastic to have the food cart option available in Surrey. I hope parkit will continue, and come back to the SFU Surrey area in the near future."

PARKit! was reactivated on July 9th, 2013 with a ribbon cutting ceremony and speech by Councillor Linda Hepner. The park design, titled "Take-Out", utilized take-out boxes as planters and table posts that support eat-in counters, creating an engaging social space. PARKit! will remain open to the public with daily, rotating food carts until August 31, 2013.

DISCUSSION

The advantages and disadvantages of the two program designs (outlined above) do not indicate a clearly superior option. The optimum program design for the City will depend on the goals of the program and the regulatory framework in which the program will operate. It is staff's view based on the success of the PARKit! program in 2012 and the success that other cities have achieved with street food cart programs, that Surrey should proceed with

an expanded program of food carts within a regulatory framework that guarantees compliance with existing public health and safety standards while also preserving sufficient flexibility for vendors to innovate and differentiate their product offerings. Research has shown that this approach frequently contributes to a successful and vibrant street food scene.

One goal for Surrey's food cart program should be to contribute to the invigoration of the Surrey City Centre area.

It is proposed that the Surrey food cart program borrow aspects from both the "pod" and "single location" approaches referenced above. A guiding principle for the Surrey food cart program will be "co-location" (referring in this circumstance to having multiple vendors operate at the same place). Accordingly, subject to Council's approval, staff intends to identify a small number of locations that would each be able to host multiple food carts.

The proposal to limit food carts to a small number of locations each pre-approved by the City is supported by the following considerations:

- it will facilitate easier enforcement of the City's regulations related to food carts by ensuring the City is aware of where and when vendors are operating;
- by maintaining the framework already established by PARKit!, where vendors do not operate in isolation, the transition for vendors to the expanded program should be easier; and
- the City will be able to observe and monitor how the program is actually functioning on the ground and then make any necessary adjustments to the program in response to issues as they arise.

Once the City is satisfied that the program is operating smoothly, consideration could be given to allowing more flexibility in the operation of food carts in the City.

Implementation Steps

It is proposed that a working group (the "Working Group") will be established to oversee the development of the program with particular focus paid to each of the following areas:

1. Public Consultation;
2. Locations & Site Design;
3. Program Logistics; and
4. By-law Amendments.

The Working Group would be composed of staff members from the By-laws & Licensing Section; the Engineering Operations Division; the Engineering Traffic Operations Section; the Area Planning Division; the Parks, Recreation and Culture Department; and the Legal Services Division.

The following sections describe the work that will be undertaken in relation to each of the above-noted elements.

1. Public Consultation

The Working Group will engage in consultation with organizations including, but not limited to: local Business Improvement Associations, the B.C. Restaurant and Food Services Association ("BCFRA") and the Fraser Health Authority. These discussions would seek to address concerns regarding the impact of food carts on existing businesses as well as to identify requirements that should apply in relation to food cart inspections and food standards. The general public would be invited to contribute views as part of this process. Consultation would also seek to gather opinions on the most appropriate process for selecting vendors, the allocation of licences for each location and possible requirements associated with each licence.

One objective of the consultation process would be to identify sources of potential opposition to the food cart program and seek to identify measures that would serve to mitigate or ameliorate such opposition.

2. Location & Site Design

Staff has already identified a number of locations as being suitable for food cart operation. A site near the Central City/SFU development, for example, represents an ideal site for the establishment of a small number of food carts while a site adjacent to the North Surrey Rec Centre has already demonstrated its viability for food carts through the PARKit! program.

Informed by the results of its consultation process, the Working Group will be tasked with preparing detailed plans for a number of City-approved sites where food carts would be permitted to apply for a licence.

3. Program Logistics

Staff anticipates that licences will affect two different aspects of the food cart program. The first aspect relates to determining *which individuals* are permitted to operate a food cart, while the second aspect is concerned with determining *the locations where food cart operators will be permitted to carry on business*. In each case, it is contemplated that enforcement of licence conditions would be carried out by By-law Enforcement staff.

Informed by the results gathered through the consultation process (referenced above), the Working Group will consider the following issues:

1. How will licences to operate food carts be issued?
2. What conditions will be attached to the licence?
3. How are locations to be allocated?

Some discussion on these questions is provided below:

1. How will licences to operate food carts be issued?

A number of different methods exist for awarding licences to prospective food cart operators. These methods include:

- having a panel select vendors on the basis of specified criteria;
- awarding licences via random lottery; or
- granting licences to all who apply (with no upper limit on the number of licences issued).

At this preliminary stage, the intention is to establish a list of criteria and then rank prospective food cart operators on that scale. The applicants who scored the highest would be the first to receive a licence. The Working Group will prepare a list of criteria and identify a selection panel that would be responsible for evaluating each application for a food cart licence.

2. What conditions will be attached to a licence?

A (non-exhaustive) list of factors to be considered by the Working Group includes:

- licencing requirements;
- garbage collection and disposal;
- encroachment into sidewalks/obstruction;
- sightline requirements;
- use of signage for advertising; and
- addressing damage to City infrastructure.

Garbage disposal, in particular, has been identified by other municipalities as an issue that can easily become problematic in the absence of requirements to address it. Portland, for example, reports that a majority of food cart sites do not have trash cans located nearby and that "there is no incentive to put out a trash can if [vendors are] not required to do so". Accordingly, the Working Group will consider how to allocate responsibility for monitoring and maintaining site cleanliness as well as enforcement in the event that littering becomes problematic.

The Working Group will also develop, as part of the licensing framework, sanctions to be imposed in the event that conditions are not respected.

3. How are Locations to be Allocated?

The Working Group will recommend how pre-approved food cart sites will be allocated to successful applicants, whether on a rotating or permanent basis (or via some other means).

4. By-law Amendments

The Working Group will review and establish for the recommended food cart program what amendments to City by-laws are necessary; including for example the City's Business Licence By-law (#13680).

SUSTAINABILITY CONSIDERATIONS

The recommended food cart program will assist in achieving the objectives of the City's Sustainability Charter; more particularly the following Charter scope action items:

- SC 4: Cultural Awareness in the Community;
- EC 6: Sustainable Practices through Business Licensing Operational Requirements; and
- EN 13: Enhancing the Public Realm.

CONCLUSION

Based on the above discussion, the Legal Services Division recommends that Council:

- Approve in principle the development of a Surrey food cart program substantially as described in this report;
- Authorize staff to proceed with all necessary actions in relation to the detailing of such a program as generally described in this report; and
- Instruct staff to provide a further report to Council complete with detailed recommendations in relation to the implementation of the Surrey food cart program.

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Appendix "A" Summary of North American Municipal Street Food Vending Programs

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City	Program Description	Program Rationale	Criteria for Location	Truck Location Approach	Number of Locations Pilot / Current	Vendor Selection Approach	Criteria for Vendors	Other
Boston	<ul style="list-style-type: none"> Vending on the Public Way – Opportunity to vend on prime locations Vending on Private Property – Exclusive claim to a site Vending on Special Properties – Rose Kennedy Greenway, etc. 		<ul style="list-style-type: none"> Flushable toilets and access to hand washing facilities for the use of the mobile food truck employees within five hundred (500) feet of each location where the mobile food truck will be in operation for more than one (1) hour in any single day No operator of a mobile food truck shall park, stand, or move a vehicle and conduct business within areas of the city where the permit holder has not been authorized to operate 	<ul style="list-style-type: none"> The City of Boston has pre-approved locations that are shared among many Food Trucks Vendors are welcome to apply for sites not listed in the pre-approved locations selected by the City Live lottery held bi-annually for prime sites Site licence application is reviewed by Mobile Food Truck Committee Vendor provides proposed service route and hours of operation with a detailed schedule of times and locations where the mobile food truck will be stationary and serving food 		<ul style="list-style-type: none"> The application must receive the approval of each of the Departments, based on duly published criteria established by the Committee, prior to its final approval and the issuance of a permit by the Commissioner 		
Calgary	<ul style="list-style-type: none"> Stand-alone trucks Temporary pods on privately owned land Not required to work from one approved location, but must observe location guidelines No more than 2 full service food vehicles may carry on business on any street along a single block face as measured from corner to corner 	<ul style="list-style-type: none"> Food vehicles operating on the street increase street vitality and foster a lively street food scene in Calgary Rules limiting on-street locations are introduced to address the interaction between public realm activity taking place on the street and private land use <ul style="list-style-type: none"> This rule limits the number of Full Service Food Vehicles operating on one block face as a means of addressing sidewalk congestion and managing the interface between the public and the private realm "Initially there was desire to go to a different location each day and that part of the nature of the business is to be unpredictable providing 	<ul style="list-style-type: none"> There is a list of prohibited streets where full service food vehicles are not able to operate Full service food vehicles must adhere to the parking restrictions in place and generally locate with consideration of the following: <ul style="list-style-type: none"> Must not locate on the street within 100 m of a park (excluding downtown) Must not locate on the street within 100 m of a school Must have written permission to operate within 25 m of a food service establishment when open and operating Operation is prohibited on primarily residential streets or directly in front of a residential building No more than 2 full service food vehicles may 	<ul style="list-style-type: none"> Full service food vehicles have the flexibility to locate on private property, at festivals and on the street (excluding prohibited areas) 	<ul style="list-style-type: none"> During the pilot phase, participation was capped at 43 full service food vehicles Administration is not proposing to limit the number of full service food vehicle licences issued 	<ul style="list-style-type: none"> At this time there is no limit to the number of vendors the City will licence 	<ul style="list-style-type: none"> Each unit must have a valid permit and licence 	<ul style="list-style-type: none"> Full service food vehicles are expected to pay for parking as designated by the posted parking control device for the total duration of the occupancy of a parking space

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		<p>unique opportunities in new areas each day found either by walk by traffic or via social media"</p> <ul style="list-style-type: none"> "Vendors now finding parking is a challenge and would like designated spots/creation of pods" 	<p>carry on business on any street along a single block face as measured from corner to corner</p> <ul style="list-style-type: none"> This is a permissive restriction in that the distance does not apply when permission of the food service establishment is obtained or when it is not open Vendors are not to stay at one on-street location and vend for a period of greater than 4 hours 					
Houston	<ul style="list-style-type: none"> Conventional unrestricted mobile food units may operate at one location or multiple locations 			<ul style="list-style-type: none"> Submit to the department a list of locations where the mobile food unit will be in operation. The operator shall also give written notice at least two business days prior to beginning operations at or relocating operations to any location not currently included on the list of active locations submitted to the department 				<ul style="list-style-type: none"> Trucks that do not operate at any location for more than an hour per day do not need restroom or property letters
Los Angeles	<ul style="list-style-type: none"> Food trucks are permitted to park at metered spots Based on first come, first served in terms of vendor set up 	<ul style="list-style-type: none"> Restricts parking for oversized trucks to increase visibility for drivers in the area 	<ul style="list-style-type: none"> Regulation was passed that requires mobile eateries to move location every hour. The regulation was driven by brick-and-mortar restaurants in East L.A. who complained that taco trucks were negatively impacting their businesses <ul style="list-style-type: none"> Remaining in the same place for more than an hour is now a criminal misdemeanor enforceable by \$1000 or six months in jail Food trucks park curbside where vehicle parking is permitted Ordinance overturned in 2009 					
New York	<ul style="list-style-type: none"> Carts on permitted streets Trucks curbside where parking is permitted Carts, trucks, trailers on 		<ul style="list-style-type: none"> Food vending is permitted throughout the city except on streets specifically designated as "restricted", where vending 	<ul style="list-style-type: none"> Vending permitted throughout the City with the exception of restricted areas 		<ul style="list-style-type: none"> There are no restrictions on the number of licences issued, but food cart permits have been capped 	<ul style="list-style-type: none"> Food vendor licence (operator) and mobile food cart permit (equipment) are 	<ul style="list-style-type: none"> The moratorium on food cart permits has led to widespread

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	private property		<p>is partially or completely prohibited</p> <ul style="list-style-type: none"> • Cart permits are not tied to a specific location 			at 3,000 for several years	required	abuse of the non-transferable permits
Ottawa	<ul style="list-style-type: none"> • Stand-alone truck / cart 			<ul style="list-style-type: none"> • Only one space will be allocated to a successful applicant • Applications are to review the locations and identify the 'top 5' preferred vending locations on the application • Offers of a space will be made based on the availability of space and the score the application receives from the selection panel 	<ul style="list-style-type: none"> • 25 (12 for carts, 13 for trucks), made up of former spots now vacant and newly created one • Ottawa is granting 20 new permits for food carts and trucks 	<ul style="list-style-type: none"> • Vendors selected by an impartial Street Food Selection Panel made up of volunteer representatives from the Ontario Restaurant, Hotel & Motel Association (ORHMA), the Ottawa Branch of the Canadian Culinary Federation, Savour Ottawa, Just Food and Ottawa Public Health 	<ul style="list-style-type: none"> • Street food vending selection criteria <ul style="list-style-type: none"> – Business plan – Applicant's qualification & experience – Unit design & commissary details – Menu diversity & innovation – Overall readiness/participation • A total score of at least 70 points is required to pass the evaluation process • Applicants will be offered one of 20 designated spaces being allocated for 2013 based on highest score and the availability of spaces 	
Portland	<ul style="list-style-type: none"> • Portland's approach has encouraged the recent growth of carts on privately owned commercial land, rather than on sidewalks • Portland permits: <ul style="list-style-type: none"> – Street carts on public right of way (sidewalk or curbside) – Carts, trucks, trailers on private property 	<ul style="list-style-type: none"> • Food carts have positive impacts on street vitality and neighborhood life in lower density residential neighborhoods as well as in the high density downtown area • When a cluster of carts is located on a private site, the heightened intensity of use can negatively impact the surrounding community, primarily from the lack of trash cans • It is in the City's best interest that food carts act as interim uses of vacant lands and not preclude development; however, this diminishes the stability of cart sites • Many existing public and 	<ul style="list-style-type: none"> • Food trucks are only permitted in commercial zones • Sidewalk vending carts are subject to a number of site requirements and restrictions, including: <ul style="list-style-type: none"> – Vending carts are only allowed in commercial zones – No food vendor application can be accepted for a permit operating area where a restaurant, fruit stand or coffee shop with direct access to the sidewalk is within 100 feet on the same block face, except with the written consent of the proprietor of the restaurant, fruit stand, or 	<ul style="list-style-type: none"> • PDOT strictly specifies how many push carts can locate on each block, the appropriate distance between carts, and minimum setbacks from the road and surrounding buildings 	<ul style="list-style-type: none"> • Approximately 480 food carts currently 	<ul style="list-style-type: none"> • Portland does not currently restrict the number of food carts in the region 		<ul style="list-style-type: none"> • An estimated 85% of the City's 500 carts, trucks and trailers are located on private land • Brett Burmeister of Food Carts Portland explains that "The one thing that's different with Portland is that we didn't design it. It created itself, just through an interpretation of the laws, but we don't have the laws that were created in other

City	Program Description	Program Rationale	Criteria for Location	Truck Location Approach	Number of Locations Pilot / Current	Vendor Selection Approach	Criteria for Vendors	Other
		<p>private spaces benefit from the presence of food carts, especially to promote interim infill in commercial nodes outside the central business district</p> <ul style="list-style-type: none"> Food trucks offer interim uses on vacant lots, on underutilized sites, and brownfields 	<p>coffee shop</p> <ul style="list-style-type: none"> One person may not have permits for adjacent permit operating areas The immediate operating area cannot exceed twenty-four square feet of the sidewalk The site shall not be within (10) ten feet of the intersection of the sidewalk with any other sidewalk 					cities."
San Francisco	<ul style="list-style-type: none"> City determines locations trucks are permitted Vendors can share a location, provided either the space allows for the same day & time; or for vendors that agree to alternate days and times 	<ul style="list-style-type: none"> Applicants having difficult time finding suitable locations to park their mobile food vendors that meets parking and traffic sign restrictions and does not upset the brick and mortar establishments Applicant may be issued a permit for the facility to operate at multiple locations or for the location itself that can permit multiple facilities "Multiple trucks at one location is the closest offering that we have to a POD like scenario. The applicants are required to choose their own site locations based upon commercial areas within San Francisco" "The City was not introduced to the POD idea until after the legislation had been created. Now it is difficult to get all parties (mobile food vendors and brick and mortars) to agree on any amendments to the legislation" 	<ul style="list-style-type: none"> All Mobile Food Facilities must maintain a minimum clearance of: <ul style="list-style-type: none"> 8' from Street Artist 5' from Curb Return 6' Path of Travel 6' from Street Furniture 7' from Fire Hydrant 8' from Bus Zones 12' from Blue Zone Fifty (50) foot minimum distance between a mobile food facility and an existing restaurant in the absence of consent from that restaurant Not permitted in P (public) district Vendor shall not be located in any residential ("R") district other than a residential-commercial combined Cannot operate within 1 city block of any school 	<ul style="list-style-type: none"> The specific location(s) of the activity, including a detailed description of where the applicant intends to place his or her truck Applications on a first come first serve basis Certain locations that may accommodate more than one (1) truck will also be accepted and filled on a first come first serve based upon complete applications 		<ul style="list-style-type: none"> Accepts complete applications on a first come first serve basis 		
Toronto	<ul style="list-style-type: none"> A la cart – single carts 	<ul style="list-style-type: none"> A la cart program based on branding Program failed 	<ul style="list-style-type: none"> An interdivisional staff group evaluated parks and civic square locations based on the 	<ul style="list-style-type: none"> Vendors were asked to indicate their preferred locations 	<ul style="list-style-type: none"> The thirteen Pilot food vending cart locations 	<ul style="list-style-type: none"> The vendor selection process was initiated by a media release and posting 	<ul style="list-style-type: none"> The following criteria was used in selecting food vendors: 	<ul style="list-style-type: none"> Plan for program monitoring and evaluation

City	Program Description	Program Rationale	Criteria for Location	Truck Location Approach	Number of Locations Pilot / Current	Vendor Selection Approach	Criteria for Vendors	Other
		<ul style="list-style-type: none"> • Council decided to discontinue the Toronto A La Cart Street Food Pilot Project immediately, before what would have been the third season of the pilot project • Working group was developed to come up with a new program • Too many regulations made the food cart business unviable for many vendors 	<p>criteria of pedestrian volume, proximity to existing vendors, access to the street system, and availability of hard surfaces for cart placement</p> <ul style="list-style-type: none"> • Successful locations are in areas which possess a combination of some of the following qualities: significant pedestrian traffic; little or no competition from other nearby street vendors or fast food outlets; customers have access to nearby outdoor seating; are close to events which attract large numbers of people, especially around meal times; are either so busy during the lunch hour that sufficient sales can be made to financially sustain the vendor or have sufficient ongoing pedestrian traffic; and ample space on the publicly owned sidewalk • Sufficient sidewalk space to allow for the enlargement of the permitted space ranging from 3.90 to 4.45 square metres while maintaining compliance with existing by-law provisions and without compromising the pedestrian clearway 	<ul style="list-style-type: none"> • Vendors were offered locations based on their overall score in the competition. • Selected vendors were invited to choose locations from the list of approved locations based on application scores, i.e. the vendor with the highest score chose first <ul style="list-style-type: none"> – Four of the approved vendors decided not to proceed because they were unable to vend from their preferred location 		<p>of the Request for Information and Application</p> <ul style="list-style-type: none"> • A two stage selection process followed, with the first stage involving screening by City staff using the criteria below as well as a business plan review. The second stage involved an expert panel that judged the proposed food items from the standpoint of the food industry and culinary excellence 	<ul style="list-style-type: none"> – ethnic diversity of food items; – quality of food and suitability for street vending; – nutritional content; – use of local produce/food products (where appropriate); – financial capacity; – by-law/regulation compliance history; and, – experience and qualifications – business plans, – sales projections, and sampling of proposed menu items by a panel of independent food experts 	<ul style="list-style-type: none"> • Different fees for different locations • The A La Cart locations are capable of generating average daily sales in line with the industry benchmark of \$300 - \$400 per day
Vancouver	<ul style="list-style-type: none"> • Stand alone and pod style • New opportunities for off-street food vending on zoned land approved on a trial basis for 2013 • New vendors will be given the opportunity to form a "pod" with other new food carts (provided the location is suitable for multiple vendors) 	<ul style="list-style-type: none"> • Pods - issues include waste management, perceived fairness to neighbouring businesses, and building code issues • "The stand-alone food truck was never something established. It just so happened that during the first few years the vendors wanted their own piece of the City. This all changed when 5 vendors grouped at the art gallery 2 years back which was and is a huge success" 	<ul style="list-style-type: none"> • Engineering staff identify locations that conform to existing regulations • Cannot be located within 60 metres of an existing business with the same type of food, food concept, or theme • City staff evaluates each location to make sure that a food vendor is an appropriate fit, whether it be a sidewalk cart or an on street truck • If the cart is a sidewalk unit, the vending unit footprint must be determined to make sure there is adequate space 	<ul style="list-style-type: none"> • Selection for vending locations was conducted through a lottery system • Successful applicants that receive a permit submit their desired locations. The City does not dictate location but does have restrictions that the proposal must meet. Usually ask for about 5 proposals from each winning applicant 	<ul style="list-style-type: none"> • Pilot program had 17 licences • There are 114 trucks in 2013 	<ul style="list-style-type: none"> • Pilot <ul style="list-style-type: none"> – Selected by lottery • 2011 <ul style="list-style-type: none"> – Taste test by judges 	<ul style="list-style-type: none"> • Pilot program applications reviewed by nutritionist • With the 2011 program, the applicant with the highest combined scores from the application and taste test process were awarded new street food cart vendor permits and locations 	<ul style="list-style-type: none"> • Curbside locations ranged from \$1,500 per annum to as much as \$2,400 per month, per meter • Lessons learned from pilot project <ul style="list-style-type: none"> – Successful program expansion depends on partnerships between many

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		<ul style="list-style-type: none"> • "Building on that success we wanted to push the pod style in other areas of the City. We have found that both options are successful" • "It really comes down to location, pedestrian traffic, and vendor preference" 	<p>for pedestrians and that it does not interfere with other sidewalk permit usage, such as patios</p> <ul style="list-style-type: none"> • Cannot block any emergency/ rescue routes • If parked on the street, the spot must be a legal parking location and the parking rates must be paid 					<p>City departments and key partners</p> <ul style="list-style-type: none"> - Enhanced screening mechanisms are important to ensure vendor readiness - Improvements can be made to selection process and other program requirements (e.g. nutritional standards) - Quality of the program will be maintained by on-going consideration of ideas and concerns that may arise from various partners.