



UPDATE ON EDUCATION AND ENFORCEMENT EFFORTS RELATED TO SIDEWALK VENDING AND FOOD TRUCK ORDINANCE

Community & Economic Development Department

City Council
April 11, 2023

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LEGISLATIVE HISTORY

1. Senate Bill 946 establishing sidewalk vending regulations in the State of California was adopted in January 2020.
2. Riverside Municipal Code Chapter 5.38 was amended in December 2021 to comply with new State Law and regulates sidewalk and pedestrian vending activity.
3. Shortly thereafter, City Council adopted amendments to the Mobile Vending (Food Truck) ordinance – RMC 5.36 – significantly broadening allowances for food truck operations throughout the City.



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BACKGROUND

On February 21, 2023, Councilmember Perry requested an update on sidewalk vendors and food trucks be presented to the City Council.



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DISCUSSION

IMPLEMENTATION:

1. Extensive community and stakeholder outreach
2. Initial education "blitz" – Marketing materials, brochures, etc.
3. Continued education efforts and directed enforcement at problem locations
 - Written warnings followed by citations
4. Partnership with Riverside County Environmental Health and Riverside Police



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DISCUSSION

5. Sidewalk Vendor Outreach Team:

- Educate and facilitate compliance
- Schedules vary and includes weekend, evenings, special events
- Bilingual English/Spanish
- Actions range from education and outreach to written warnings, administrative citations and summary abatement of unsanitary perishable food items



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DISCUSSION

Sidewalk Vendor Definitions

- Sidewalk vendor** means a person who sells food or merchandise from a pushcart, stand, display, pedal-driven cart, wagon, showcase, rack, or other nonmotorized conveyance, or from one's person, upon a public sidewalk or other pedestrian path.
- Roaming sidewalk vendor** means a sidewalk vendor who moves from place to place and stops only to complete a transaction.
- Stationary sidewalk vendor** means a sidewalk vendor who vendors from a fixed location.
- Pushcart** means any wagon, cart or similar wheeled container, not a "vehicle" as defined in the Vehicle Code of the State of California, from which food or beverage is offered for sale to the public.

Permit Requirements

No person shall act as a sidewalk vendor, nor employ, direct or otherwise cause any other person to do so, without having first obtained a Sidewalk Vendor's Permit.

Food Vendor Requirements
All vendors selling food or beverages are required to obtain a County of Riverside Health Permit and must follow all County Health Code requirements.

Permit Application
To apply for a Sidewalk Vendor's Permit, visit

RiversideCA.gov/BusinessTax

HOURS OF OPERATION
Residential Only Areas
Sunrise to Sunset
All Other Areas
Sunrise to Midnight

Sidewalk vending is **PROHIBITED** at the following regional reserve/open space parks:

- Box Springs Mountain Open Space
- Challen Park Open Space
- Mount Rubidoux Park and San Andreas Avenue/Clemwood Drive between Tequesquite Avenue and Fourteenth Street
- Pachappa Hill Open Space
- Quail Run Open Space
- Sycamore Canyon Wilderness Park

SEE ANY ILLEGAL VENDING OR OTHER ISSUES?

311 FOR CITY SERVICES
REPORT IT TO 311
RiversideCA.gov/311

For more information, contact the Code Enforcement Division at (951) 824-5433 or visit RiversideCA.gov/Code

CITY OF RIVERSIDE SIDEWALK VENDOR WHAT YOU NEED TO KNOW



Definiciones de Vendedor Ambulante

Vendedor ambulante significa una persona que vende alimentos o mercancías desde un carrito, puesto, exhibición, carrito accionado por pedales, vagón, vitrina, estante u otro medio de transporte no motorizado, o desde su persona, en una acera pública u otro camino peatonal.

Vendedor ambulante itinerante significa un vendedor ambulante que se mueve de un lugar a otro y se detiene sólo para completar una transacción.

Vendedor estacionario en una acera significa un vendedor ambulante que vende desde un lugar fijo.

Carretillo significa cualquier vagón, como a contenedor con ruedas o similar, no un "vehículo" como se define en el Código de Vehículos del Estado de California, desde el cual se ofrecen alimentos o bebidas para venta al público.

Requisitos de Permiso

Ninguna persona actuará como vendedor ambulante, ni empleará, dirigirá o hará que ninguna otra persona lo haga, sin haber obtenido primero un **Permiso de Vendedor Ambulante**.

Requisitos de Vendedores de Alimentos
Todos los vendedores que venden alimentos y bebidas deben obtener un **Permiso de Salubridad del Condado de Riverside** y deben seguir todos los requisitos del Código de Salubridad del Condado.

Solicitud de Permiso
Para solicitar un Permiso de Vendedor Ambulante, visite

RiversideCA.gov/BusinessTax

HORAS DE OPERACIÓN
Áreas Residenciales Sólo
De Salida a Puesta del Sol
Toda Otra Área
De Salida del Sol a Medianoche

Vender en aceras se **PROHIBE** en los siguientes parques/reservas/espacios públicos regionales:

- Box Springs Mountain Open Space
- Challen Park Open Space
- Mount Rubidoux Park and San Andreas Avenue/Clemwood Drive entre Tequesquite Avenue y Fourteenth Street
- Pachappa Hill Open Space
- Quail Run Open Space
- Sycamore Canyon Wilderness Park

¿VE ALGUNA VENTA ILLEGAL U OTRO PROBLEMA?

311 FOR CITY SERVICES
REPÓRTELO A 311
RiversideCA.gov/311

Para más información, contacte a la División de Cumplimiento del Código al (951) 824-5433 o visite RiversideCA.gov/Code

CIUDAD DE RIVERSIDE VENDEDOR AMBULANTE

LO QUE NECESITA SABER



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DISCUSSION

MOBILE FOOD VENDOR DEFINITIONS

- "Mobile food merchant"** means and refers to any individual that operates or assists in the operation of a vending vehicle in the sale, display, solicitation or offer for sale, barter, exchange, gift or otherwise of foodstuffs from a vending vehicle.
- "Mobile food vending"** means and refers to the sale, display, solicitation or offer for sale, barter, exchange, gift or otherwise, of foodstuffs from any vending vehicle.
- "Vending operations"** means and refers to the sale, display, solicitation, offer for sale, barter, exchange, gift or otherwise of foodstuffs from a vending vehicle.
- "Vending vehicle"** means and refers to any self-propelled, motorized device by which any person or property may be propelled or moved upon a highway, excepting a device moved exclusively by human power, or which may be drawn or towed by a self-propelled, motorized vehicle, or used exclusively upon stationary racks or tracks, from which foodstuffs are sold, displayed, solicited or offered for sale, bartered, exchanged, given or otherwise.

Permit Requirements

Food Vendor Requirements

All vendors selling food or beverages are required to obtain a **County of Riverside Health Permit** and must follow all **County Health Code** requirements.

No person shall engage in mobile food vending or operate a vending vehicle within the limits of the City of Riverside without first having a **Business Tax Certificate** from the City of Riverside.

Business Tax Application

To apply for a Business Tax Certificate, visit RiversideCA.gov/BusinessTax

MOBILE FOOD VENDOR

WHAT YOU NEED TO KNOW



Definiciones de Proveedores de Alimentos Móviles

- "Comerciante móvil de alimentos"** significa y se refiere a cualquier persona que opera o ayuda en la operación de un vehículo expendedor en la venta, exhibición, solicitud u oferta de venta, trueque, intercambio, regalo o de otro tipo de alimentos de un vehículo expendedor.
- "Venta móvil de alimentos"** significa y se refiere a la venta, exhibición, solicitud u oferta de venta, trueque, intercambio, regalo o de otro modo, de alimentos de cualquier vehículo expendedor.
- "Operaciones de venta"** significa y se refiere a la venta, exhibición, solicitud, oferta de venta, trueque, intercambio, regalo o de otro modo de alimentos de un vehículo expendedor.
- "Vehículo expendedor"** significa y se refiere a cualquier dispositivo autopropulsado y motorizado por el cual cualquier persona o propiedad puede ser propulsada o trasladada por una carretera, excepto un dispositivo movido exclusivamente por energía humana, o que puede ser tirado o remolcado por un vehículo autopropulsado y motorizado, o utilizado exclusivamente sobre rines o rielas estacionarias, desde donde se venden, exhiben, solicitan u ofrecen alimentos para la venta, trueque, intercambio, regalo o de otro modo.

Requisitos de Permisos

Requisitos de Vendedor de Alimentos

Todos los vendedores que vendan alimentos o bebidas deben obtener un **Permiso de Salud** del Condado de Riverside y deben seguir todos los requisitos del Código de Salud del Condado.

Ninguna persona participará en la venta móvil de alimentos ni operará un vehículo expendedor dentro de los límites de la Ciudad de Riverside sin tener primero un **Certificado de Impuestos Comerciales**.

Solicitud de Impuesto Comercial

Para solicitar un certificado de impuesto comercial, visite RiversideCA.gov/BusinessTax

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VENDEDOR DE ALIMENTOS MÓVIL

LO QUE NECESITA SABER



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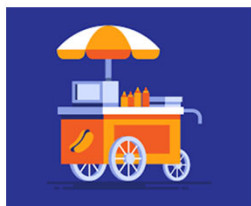
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STATISTICS



25 Vendor Permits issued



21 Food Truck Licenses issued

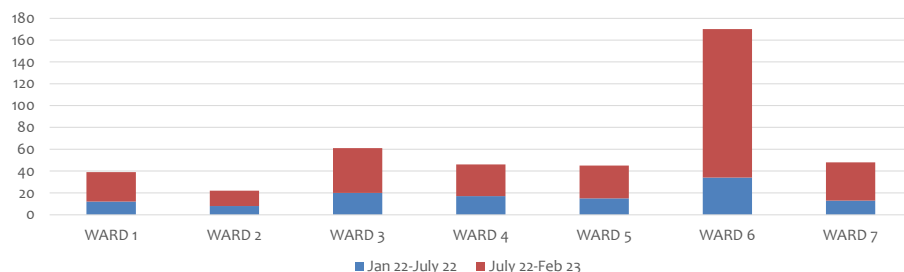


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STATISTICS

311 COMPLAINTS BY WARD



WARD	Jan 2022 – July 2022	July 2022 – Feb 2023
1	12	27
2	8	14
3	20	41
4	17	29
5	15	30
6	34	136
7	13	35



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STATISTICS

	Total
Sidewalk vendors	
Number of reactive and proactive sidewalk vendor contacts combined	2,195
Administrative citations issued to sidewalk vendors	271
Food trucks	
Total number of food truck cases Citywide	8
Administrative Citations issued to food trucks	0
Sidewalk vendors and Food trucks	
Approximate amount of unpermitted/hazardous food abated	28,000 pounds
Number of joint City/County enforcement operations	10



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OBSERVATIONS

1. Majority of unpermitted vendors are stationary taco vendors from Los Angeles or surrounding areas – not Riverside.
2. Many vendors connected to one operator who “opens” several locations at a time in Riverside.
3. Operators have been coached not to cooperate with City officials.
4. Some vendors appear to be making an attempt to adjust to enforcement methods, employ lookouts and have a roaming “replenishment” truck to avoid food confiscation.



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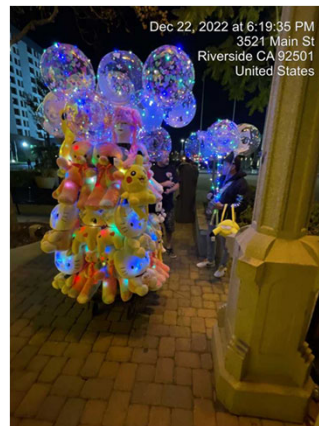
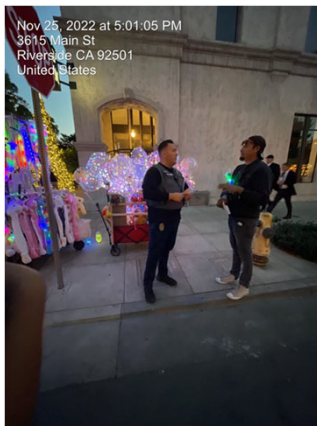
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CASE STUDY #1

Festival of Lights:

538 vendor contacts
7 food vendors
19 citations
8 food trucks



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CASE STUDY #2

Forest and 14th St. (Ward 2)

Taco stand ceased operating at this location



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CASE STUDY #3

Streeter and Arlington (Ward 3)

Taco stand owner converted to fully permitted and legal food truck



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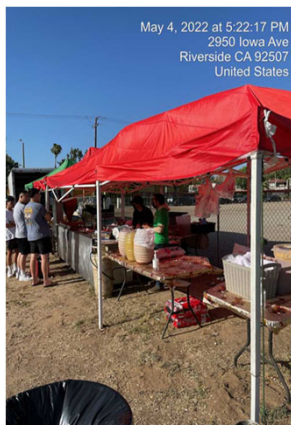
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CASE STUDY #4

Iowa and Massachusetts (Ward 1)

Taco stand owner converted to fully permitted and legal food truck



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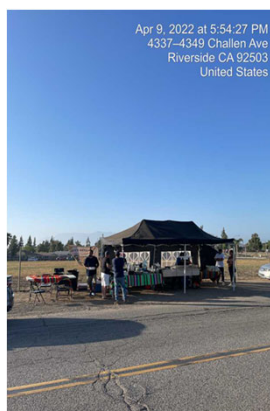
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CASE STUDY #5

Van Buren and Challen (Ward 6)

Taco stand owner converted to fully permitted and legal food truck



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CASE STUDY #6

12321 Magnolia (Ward 7)

Staff located an unpermitted commissary serving sidewalk vendors. Joint inspection with RivCo Health found numerous violations. Citations were issued, 3500 lbs. of food confiscated, and tenant has been evicted.



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CASE STUDY #7

Chicago and 12th St. (Ward 2)

L.A based taco stand
\$27,900 in fines issued to date (27 cites)
3315 lbs. of hazardous food abated
Owner remains non-compliant



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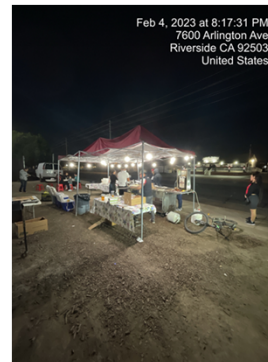
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CASE STUDY #8

7600 Arlington (Ward 6)

L.A. based taco stand
 \$16,500 in fines issued (19 cites)
 3500 lbs. of hazardous food abated
 Owner remains non-compliant



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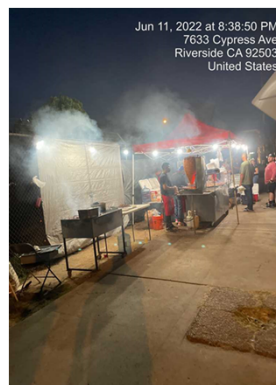
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CASE STUDY #9

Cypress and Harold (Ward 6)

L.A. based taco stand
 \$26,400 in fines issued (18 cites)
 3470 lbs. of hazardous food abated
 Owner remains non-compliant



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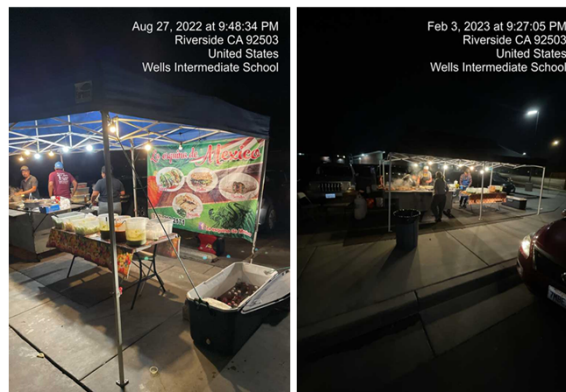
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CASE STUDY #10

Wells and Noble (Ward 6)

L.A. based taco stand
 \$7,100 in fines issued (8 cites)
 1700 lbs. of hazardous food abated
 Owner remains non-compliant



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STRATEGIC PLAN ALIGNMENT

Cross-Cutting Threads

- 1. Community Trust** – The ordinances were vetted through robust public comment in 2021 and 2022 by way of two community roundtable meetings, several Council Committee Meetings and City Council meetings. These meetings were conducted in both English and Spanish as will the subject meeting. Code Enforcement responded to 672 complaints as well as proactive enforcement and education to over 1,500 sidewalk vendors.
- 2. Equity** – Sidewalk and mobile vending can serve as a means to provide income and/or deliver food to underserved or socio-economically disadvantaged segments of the community. It also creates opportunities for existing brick and mortar establishments to branch out and expand their business footprint. Further, the Code Enforcement Division developed a careful approach to applying these new laws that included community and stakeholder engagement, an initial public education and outreach phase, creation of informational brochures in both English and Spanish, and finally, more focused enforcement on habitual offenders and problem locations.
- 3. Fiscal Responsibility** – Sidewalk and food truck vending activity in the City of Riverside can generate additional sales tax and permit fee revenue. In addition, it can potentially attract additional visitors to areas such as the Downtown Entertainment District by providing additional dining options, thereby further increasing sales tax revenue for area businesses.
- 4. Innovation** – The “street food” culture is a growing trend in many progressive areas of the country. Providing a regulatory framework that encourages this entrepreneurship while still safeguarding the public’s health, safety and welfare would place Riverside among those model cities that are beginning to incorporate this “street food” culture into their downtowns.
- 5. Sustainability & Resiliency** – Sidewalk and mobile vending in Riverside can offer additional food options across the City, as well as, deliver dining options to underserved areas. Sidewalk vending can provide a means of income to new entrepreneurs and existing businesses, especially during periods of economic downturn.



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RECOMMENDATION

That the City Council receive and file an update on education and enforcement efforts related to the City's Sidewalk Vending and Food Truck Ordinances.



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