




The seal of the City of Santa Clara, California, featuring a mission building and the year 1852. The text around the seal reads "CITY OF SANTA CLARA CALIFORNIA" and "THE MISSION CITY".

Action to Approve Introduction of an Ordinance Readopting the Expired Sidewalk Vendor Stadium Pilot Program

Item #8 - RTC 24-1588

March 19, 2024

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City of Santa Clara
The Center of What's Possible

Background

- January 2019 – SB 946 limits local enforcement authority against illegal sidewalk vendors
- April 18, 2023 – RTC 23-211 summarized limits imposed by SB 946 and recommended a pilot program focused on Levi's stadium
- July 18, 2023 – First reading to Adopt Ordinance No. 2062
 - Create a Limited-Term Pilot Project Regulating Vending Surrounding Levi's Stadium on Event Days
- August 22, 2023 – Second reading to Adopt Ordinance No. 2062
- August 25, August 30 and September 16 – Educational efforts occurred at Levi's events
- September 21, 2023 – Ordinance effective and Pilot Program began
- January 31, 2024 – Program expired and considered repealed

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Pilot Program Outline

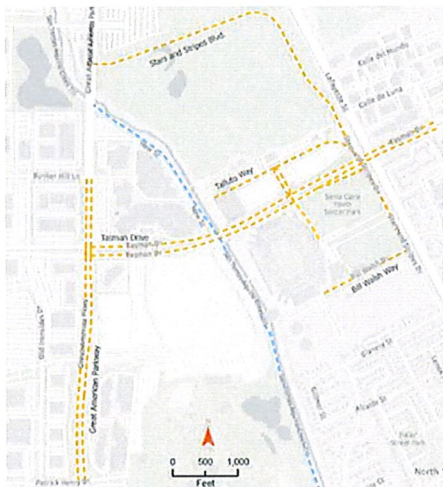
The original Pilot Program included:

- Amendments to Chapter 5.05 and 9.05.165 of City Code
- Area footprint for Ordinance implementation
- Communication plan to vendors prior to implementation and during the pilot period
- Enforcement plan
- Potential partnerships with other enforcement agencies and stakeholders
- Modifications to the existing permitting process
- Pilot Program fee and tax waiver up to \$30,000
- Post-pilot-program considerations and future updates to Council

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Prohibited Vending Areas



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Community Flier

Sidewalk Vending Pilot Program (Pursuant to Senate Bill 946)



Who is affected?

Vendors covered by SB 946 sell food or merchandise on a sidewalk or other pathway from a non-motorized conveyance, such as a pushcart or stand.

Pilot Program

Beginning 9/21/23, sidewalk vendors are restricted in the locations where they can set up their pushcart or stand near Levi's Stadium.

See reverse for map.

Permit Requirements

A business permit and solicitor/peddler permit are required to conduct this type of business in the City of Santa Clara.

Details at www.SantaClaraCA.gov/SidewalkVending

Permit Fee Waiver

The City has waived certain permit fees on a first come, first served basis to sidewalk vendors during the pilot program.

Questions?

For food truck, ice cream truck, door-to-door soliciting or sidewalk vendor inquiries, call the Santa Clara Police Department at 408-615-4867.



Pilot Program Review

- Delivered more than 600 multi-lingual educational flyers to vendors
- Provided nearly 600 compliance admonishments to unpermitted vendors
- Issued eight (8) administrative citations to unpermitted vendors
- Two (2) merchandise vending permits were issued
 - (5) additional inquiries were received
- Significant, initial compliance and decline in vendor presence
 - There was a steady return of vendors as the season progressed





Lessons Learned

- Addition of Old Glory to the restricted areas
- Additional time is needed to evaluate long-term compliance strategies
- Regional issue review
 - Example: Avia Stadium, SAP Center
- Partnerships are key
 - County of Santa Clara Department of Environmental Health
 - Notable compliance when County staff was present
 - CA Dept. of Alcoholic Beverage Control (FY 23/24 grant)
 - Agents addressed illegal alcohol sales/consumption (35 citations)

PRE-Pilot Program



Pilot Program - Dec 2023



Recommendation and Proposed Timeline

- Council action on First Reading to Adopt the Ordinance
 - *Approve Introduction of an Ordinance Readopting the Expired Sidewalk Vendor Stadium Pilot Program with a New Sunset Date and Slightly Expanded Footprint*
- Council action on a Second Reading of the Ordinance (tentatively April 9, 2024)
- Post signage and duplicate flyers
- Conduct education at the May 4, 2024 event at Levi's Stadium
- Pilot Program Ordinance amendments go into effect (tentatively May 9, 2024)
- Pilot Program to continue through February 2025
- Return to City Council in Spring 2025 with an evaluation and recommendation



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