



Memorandum

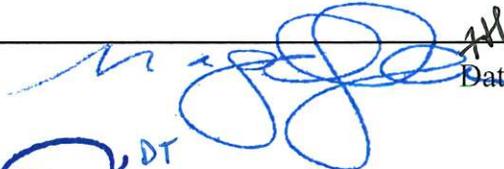
TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Councilmember Raul Peralez
Vice Mayor Magdalena Carrasco

SUBJECT: SEE BELOW

DATE: September 28, 2018

Approved by:


Date: 9/28/18


SUBJECT: 2019 CFP NATIONAL CHAMPIONSHIP SPECIAL EVENT ZONE

RECOMMENDATION

1. Accept staff supplemental memorandum dated September 27, 2018 and approve adjustments to the College Football Playoff Special Event Zone discussed at its September 18, 2018 meeting.
2. Within the proposed Special Event Zone, there are eight construction projects with “zero lot line” construction permits requiring food trucks to potentially need access in the right of way (street location adjacent to the site or a nearby parking space) to park a food truck for construction worker access. The sites are:
 - Vespaio at Diridon: 138 Stockton Ave.
 - Modera: 28 N. Almaden Ave.
 - Silvery Towers: 188 W. St. James St.
 - The James: 98 N. First St.
 - Balbach Condos: 139 Balbach Ave.
 - SparQ: 5 E. Reed St.
 - The Graduate: 300 S. Second St.
 - MIRO: 167 E. Santa Clara St.

On site construction work is projected to occur every day, excluding Sunday, at these site locations during the Special Event Zone period. Throughout this period (December 28, 2019 @ 6am to January 8, 2019 @ 6 p.m.), staff will ensure access for a food truck at each site from 11:00 am to 12:30 pm and if needed, early morning time periods for breakfast service.

3. Direct staff to return to the Community and Economic Development Committee with a report on efforts related to street vendors by Spring 2019.

DISCUSSION

With the recent ratification of California State Senate Bill 946, it is evident that San José is not alone in wrestling with attracting world-class events that provide economic benefits for the city while ensuring that its local residents are able to reap some of those same benefits.

The City's special event permitting process is in place to ensure that special event organizers are abiding by the City's special event policies. Naturally, large congregations often attract cart vendors, permitted or unpermitted, to generate sales. This is not unique to the upcoming College Football Playoff National Championship as it occurs in all Special Event Zoned-events such as Christmas in the Park and Fourth of July Rotary Fireworks. Our City Staff including our public safety agencies have worked for years with event organizers, community advocates and county officials to address the proliferation of unaffiliated vendors during special events while remaining sensitive to the sociopolitical climate.

While the initial reaction may often be enforcement, there are other strategies that could be considered. For example, a staff-initiated public-private partnership effort, led by our Office of Economic Development, is actually currently underway to explore an alternative approach in micro-business enterprising to help lead our local vendors towards being bona fide entrepreneurs. We would like to thank Kiva San José, San José State University, CitiBank, Veggielution, the Small Business Development Center and Somos Mayfair for their ongoing engagement on this particular effort.

On recommendation 2, we must ensure the continued normal operation of our downtown workforce. Many construction workers have limited time to leave the worksite for lunch and breakfast. The ability to have a food truck on site during specified times is necessary for the continued smooth operation of business.

We appreciate the investment that the Bay Area Host Committee is making in our City including reserving 16,000 hotel nights that will provide job creating opportunities for our service workers who are usually furloughed during this holiday time. With that said, we encourage the organizers to continue that spirit of local investment by including many of our diverse homegrown businesses such as brick and mortar restaurants, food trucks and food carts to name a few in this exciting event. By doing so, we will be able to showcase not only the best of San José, but really, the best of America.