

2020-2021 Sustainable Communities Program Smart Cities & Mobility Innovations Call for Applications

Monday, March 8, 2021

www.scag.ca.gov



Zoom Webinar Logistics



1. Please take care to Mute your audio/phones when not speaking.
 - When using the phone, to mute and unmute your phone press *6
2. You can ask questions by:
 - Using the “Raise Hand” feature when clicking on “Participants” at the bottom of your screen
 - Press *9 when using the phone
 - Type your question into the chat box
 - If preferred, save your questions for the Q&A discussion at the end
3. Link to the presentation slides will be emailed to those who registered to participate in today’s meeting.

Agenda

1. Welcome & SCP Smart Cities and Mobility Innovations Overview – *Marisa Laderach, SCAG*
2. Curb Space Data Collection & Inventory: **Last Mile Freight Delivery Study**
 - *Scott Strelecki, SCAG*
3. Technology Assessment or Adoption Plan: **Santa Monica Zero Emissions Delivery Zone and Mobility Pilots**
 - *Tom Bellino, SCAG*
 - *Kelly Schmandt Ferguson, Los Angeles Cleantech Incubator (LACI)*
 - *Jesse Clarke, Los Angeles Cleantech Incubator (LACI)*
 - *Gabriel Carrillo, Pacoima Beautiful*
4. Parking Management Plan: **Overview and Examples**
 - *Jaimee Lederman, SCAG*
5. Permitting Process Evaluation: **Sidewalk Vending in Santa Monica – Expanding Access and Opportunity**
 - *Prithvi Deore, SCAG*
 - *Anuj K. Gupta, City of Santa Monica*
6. Q&A Session
 - *Marisa Laderach, Hannah Brunelle, SCAG*

2020/21 Sustainable Communities Program (SCP)



- Supports implementation of the 2020 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS), *Connect SoCal*
- SCP provides **multiple opportunities** to seek funding and resources to meet the needs of communities, address recovery and resiliency strategies considering COVID-19, and support regional goals
 - Active Transportation & Safety (AT&S), closed December 2020
 - Housing & Sustainable Development (HSD) closed January 2021
 - Smart Cities & Mobility Innovations (SCMI) Call – Call Open Now
- Successful applicants receive technical assistance from SCAG
 - SCAG will complete procurement for the proposed scope of work for the SCMI Call

2020 Sustainable Communities Program (SCP): Program-Wide Goals



- Provide needed **planning resources** to local jurisdictions for **active transportation** and **multimodal planning efforts, sustainability, land use, and planning for affordable housing**;
- **Promote, address and ensure health and equity** in regional land use and transportation planning and to **close the gap of racial injustice** and better serve our communities of color;
- Encourage regional planning strategies to **reduce motorized Vehicle Miles Traveled (VMT) and greenhouse gas (GHG) emissions**, particularly in environmental justice communities where there is the highest need for air quality improvements;
- Develop local plans that **support the implementation of key strategies and goals** outlined in Connect SoCal's Sustainable Communities Strategy;

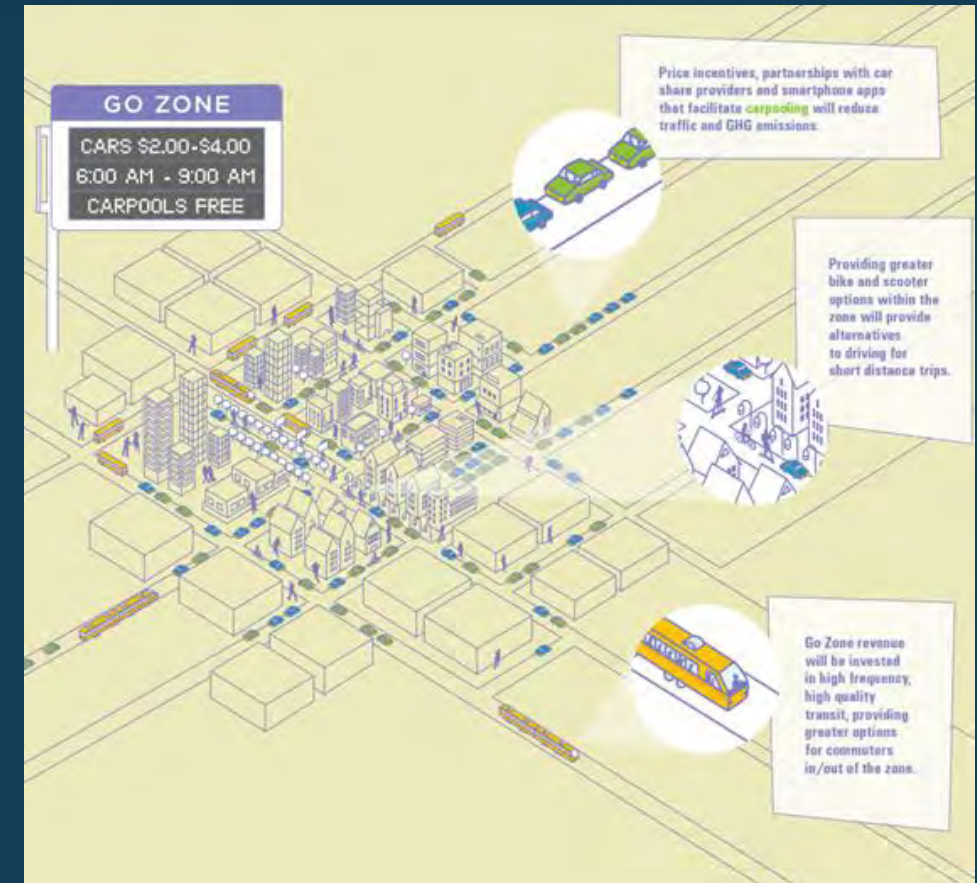
2020 Sustainable Communities Program (SCP): Program-Wide Goals (continued)



- Develop resources that **support the Key Connections** as outlined in Connect SoCal, including:
 - Shared Mobility and Mobility as a Service
 - Smart Cities and Job Centers
 - Accelerated Electrification
 - Go Zones
 - Housing Supportive Infrastructure;
- **Support a resilient region** that looks to climate adaptation and public health preparedness as key strategies to address community prosperity, transportation safety, economic recovery and sustainability;
- **Increase the region's competitiveness for federal and state funds**, including, but not limited to the California Active Transportation Program and Greenhouse Gas Reduction Funds.

2020-2021 SCP: Smart Cities & Mobility Innovations

- SCP Call #3 seeks to explore implementation of three **Connect SoCal Key Connections**:
 - Smart Cities & Job Centers
 - Go Zones
 - Shared Mobility/Mobility as a Service
- These Key Connections focus on expanding mobility ecosystems and management strategies.
- Funding will be directed towards projects which **use technology and innovation** to improve the efficiency and performance of the transportation system.



2020-2021 SCP: Smart Cities & Mobility Innovations



- Cities have been struggling with issues related to on-and off-street parking, congestion, first-last mile connections, etc. Data and **the reliable assessment of curb use** have become essential to finding solutions.
- SCP Call for Projects seeks to **develop best practices** in curb space management that support sustainable mobility, enhance public space, and support small businesses and the local economy.
- SCP Call for Projects considers **emerging equity considerations** and the planning strategies that advance our mobility systems toward equity, such as:
 - Optimizing curb space and its management
 - Enhancing transit and bike networks at the curb
 - Working with Transportation Network Companies (TNCs) to better regulate curb space activity



Curb Space Data
Collection & Inventory



Technology Assessment or
Adoption Plan

**Project Type
and Eligible
Projects**

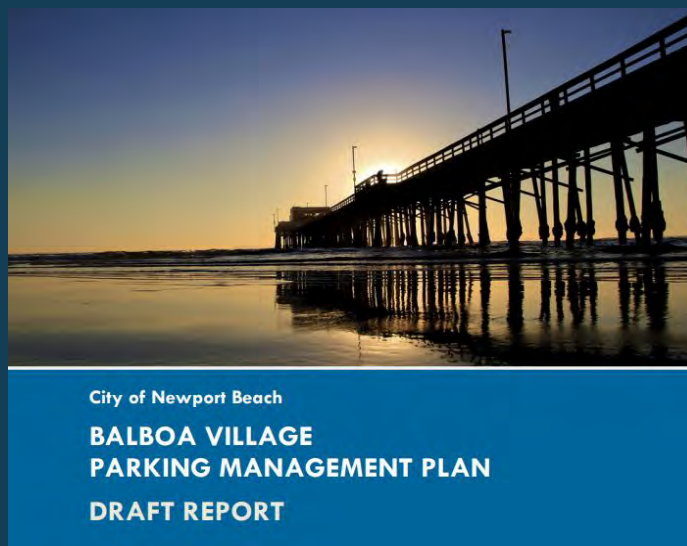


Parking Management Plan



Permitting Process Evaluation

Project Examples



Eligible Applicants

The following entities, within the SCAG region, are eligible to apply for SCP–SCMI resources:

- **Local or Regional Agency** – Examples include cities, counties, councils of government, Regional Transportation Planning Agency and County Public Health Departments.
- **Transit Agencies** – Any agency responsible for public transportation that is eligible for funds under the Federal Transit Administration.
- **Natural Resources or Public Land Agencies** – Federal, State, or local agency responsible for natural resources of public land administration.
- **Tribal Governments** – Federally–recognized Native American Tribes.

Application Submission Process

- Online form application
- Approx. 45–60 mins. to complete, when content has been prepared
- In addition to completing the online form, approx. 8–12 hours of commitment needed

This application has four sections total:

- A. Project Information
- B. Project Need
- C. Scope of Work & Project Outcomes
- D. Partnerships & Engagement

Below are links to the program guidelines and the scoring criteria for each application. There are indicators throughout the application that correspond to the associated scoring tables:

- [2020/21 Sustainable Communities Program \(SCP\) Guidelines](#)
- [Curb Space Data Collection & Inventory Scoring Tables](#)
- [Technology Assessment or Adoption Plan Scoring Tables](#)
- [Parking Management Plan Scoring Tables](#)
- [Permitting Process Evaluation Scoring Tables](#)

For any fields that are not addressed, please note "N/A" in the field.

It should take approximately 45-60 minutes to complete the application.

You can save your application at any point by clicking the save button on any page of the application. **When working on the form, you must save your application by clicking the save button on any page of the application.** Please note that an account is not required to save your application, just an email address (a link to your application will be sent to you for you to complete your application).




To access PDF versions of this application, please visit the [SCP website](#).

Please note all Letters of Commitment must be submitted from external organizations or agencies.

Application Materials

- Applications must include:
 - Existing plan or policy documents
 - Letters of support
 - Disadvantaged community map
 - Any additional supporting documentation
- Scoring rubrics per project type are available on the program website

SCORING RUBRICS

-  Project Type 1 - Curb Space Data Collection & Inventory Scoring Tables
-  Project Type 2 - Technology Assessment or Adoption Plan Scoring Tables
-  Project Type 3 - Parking Management Plan Scoring Tables
-  Project Type 4 - Permitting Process Evaluation Scoring Tables

SCMI WEBINARS

- SCMI Listening Session, PPT Presentation, Monday, December 7, 2020
- SCMI Listening Session, Webinar Recording, Monday, December 7, 2020 [↗](#)
- SCMI Application Webinar 1, Monday, March 8, 2021 Registration [↗](#)
- SCMI Application Webinar 2, Monday, April 5, 2021 Registration [↗](#)


Application Scoring Criteria



- **Focus Area 1**
Project Need: **55 points**
- **Focus Area 2**
Scope of Work and Project Outcomes: **30 points**
- **Focus Area 3**
Partnerships and Engagement: **15 points**

Scoring Criteria	
Focus Area 1: Project Need	55 Points
Mobility Need	25
SCS Implementation Need	15
Disadvantaged Community Need	15
Focus Area 2: Scope of Work and Project Outcomes	30 Points
Project Benefits and Scope of Work	15
Supports SCS Implementation	10
Use of Innovative Technology or Policy	5
Focus Area 3: Partnerships and Engagement	15 Points
Partnerships for Planning and Implementation	5
Inclusive Diverse and Equitable Stakeholder Engagement	10

Schedule

SCP-Smart Cities and Mobility Innovations Milestones	Date
Call for Applications Opens	February 8, 2021
Application Workshops 	March 8, 2021, 1 p.m. – 3 p.m. April 5, 2021, 10 a.m. – 12 p.m.
Call for Applications Submission Deadline	April 23, 2021 (5:00 p.m.)
Regional Council Recommendation	July 1, 2021
Final Work and Invoices Submitted	June 30, 2023

Additional Resources & Upcoming Webinars

- Program Fact Sheet
- Program Toolkit
- Office Hours with SCAG staff



Poll questions

What project type
are you most
interested in?

Has your agency
recently adopted
any curb related
plans or policies?

SCMI Project Types and Examples

Curb Space Data Collection & Inventory



Curb Space Data Collection & Inventory



Focuses on expanding or updating curb related data inventory through innovative data collection methods.

- Projects must:
 - Aim to **advance plans, studies, and activities** in the city and across the region through the curb related **data inventory** process.
- Example project include:
 - SFMTA Curb Management Strategy
 - Seattle Department of Transportation Flex Zones
 - Bellevue, Boston, and Minneapolis Curb space Pilot Program
- Additional considerations:
 - Include data action plan or **how the data will be utilized**
 - **Eligible projects** include but are not limited to the following:
 - **Complete inventory** of curb space
 - **Parking inventory** (in a business district, all on-street and off-street, etc.)
 - **Real-time monitoring**

Last Mile Freight Delivery Study



- Study Goals
 - Create transparency of last-mile delivery conditions as it relates to complete streets
 - Understand the challenges and needs from a variety of users
 - Quantify delivery issues and conditions
 - Balance conflicting demands for street space
 - Develop strategies appropriate for different areas
 - Identify pilot projects for delivery improvements
 - Have a stakeholder-driven process

Study Update

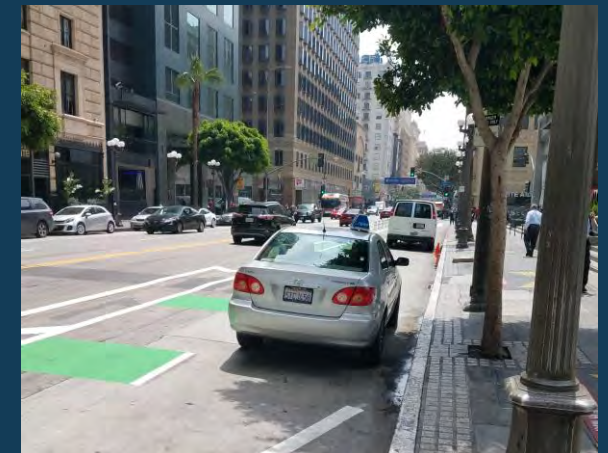
- Study Elements
 - Citywide data analysis
 - Field data collection
 - Stakeholder input
 - Final report and toolbox of strategies



Study Update

- Transportation Network Companies (TNCs)

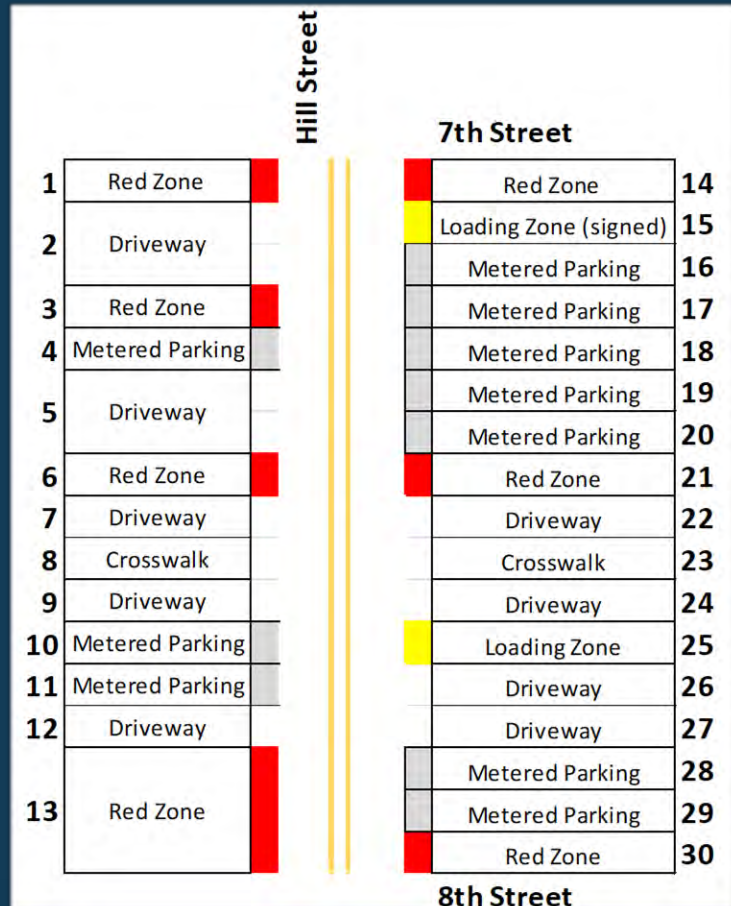
Type	All Passenger Loading	Type of Curb Area Used For Passenger Loading				
		Red	Parking	Yellow	White	Other (e.g. Driveway)
TNC /(e.g. Uber, Lyft)	10%	73%	9%	3%	5%	10%
Taxi / Shuttle	3%	44%	15%	11%	19%	11%
Bus	46%	99%	0%	0%	0%	1%
Personal Vehicle	41%	47%	12%	5%	27%	9%
Total	100%	73%	6%	3%	12%	7%



Field Data Collection



Case Study block (Location Key)

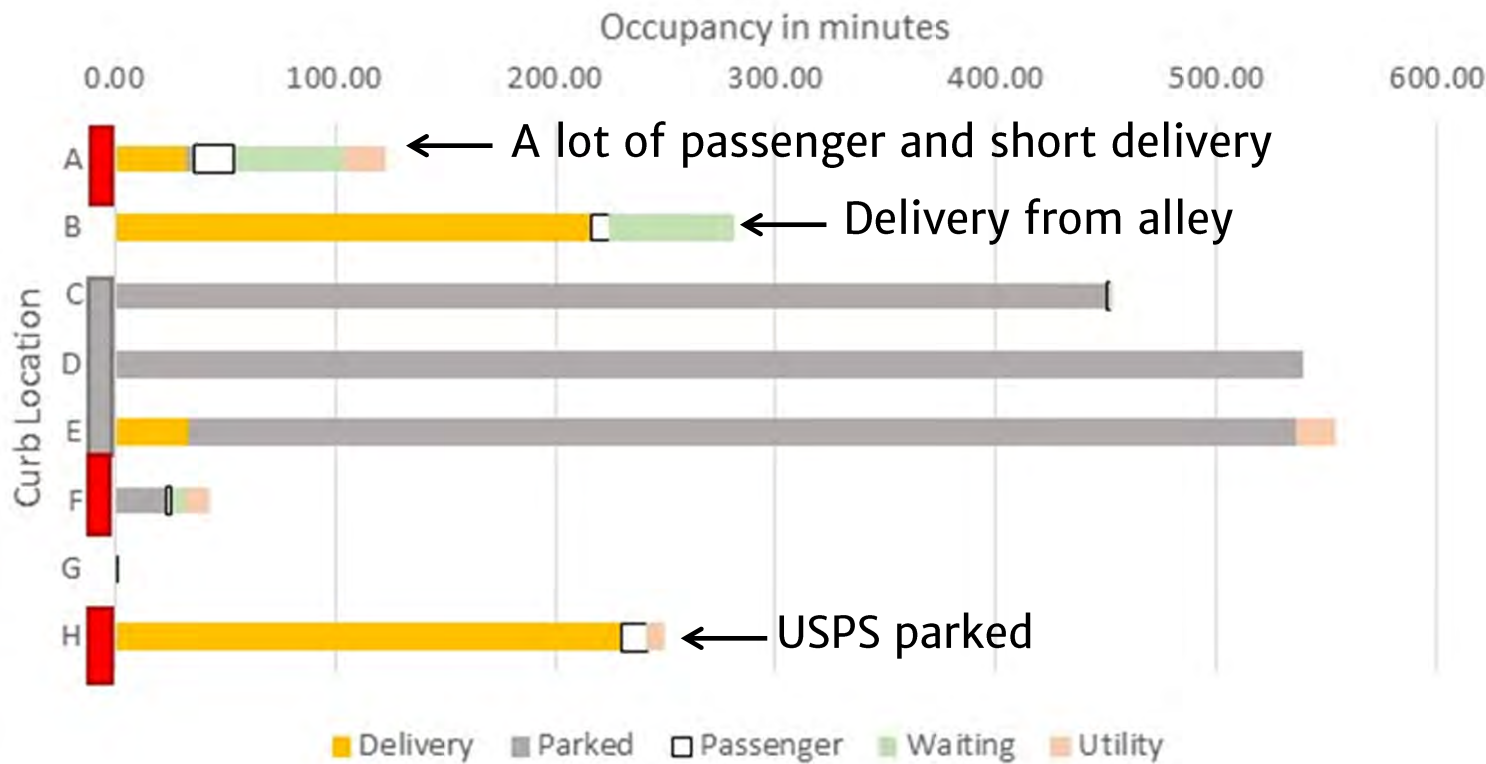


Curb Utilization

Curb Location	Time In/Out	Add Location	Vehicle Type	Activity
Identifier	Fill in	Blank if at Curb	Car/Personal Vehicle	Parked
		In Driveway	TNC (Uber/Lyft)	Waiting
		Used Driveway to Park	Taxi	Loading Passengers
		On Curb	Delivery Truck	Parcel Deliveries
		In Travel Lane	Postal Truck	Collecting Mail
		In Bus Lane	Service Truck/Van	Other pick-up
		In Bike Lane	Food Truck	Other Deliveries (e.g. linen)
		Alley	Large Truck (18-wheeler)	Bulk Food Delivery
		Other	Other Truck/Van	Food Delivery Service
			Motorcycle	Utility Service
			Bus	Other
			Bicycle	
			Pedestrian	

Video Pilot on Hill Street (Downtown) – West Side Duration

West Curb Occupancy by Activity - 9 am - 6 pm



Findings - Field Data Collection



- Parking and loading had the longest durations
- Parking was about 1:30 hour
 - Parking outside of parking spots was 25 minutes on average
- Passenger loadings was 2 minutes on average but large range
- Loading was about 30 minutes on average

Curb	Action		
	Parked	Passenger	Delivery
Red	0:25:05	0:01:07	0:24:22
Parking	1:30:45	0:07:15	0:36:29
Yellow	0:27:08	0:05:20	0:33:22
Driveway	0:35:52	0:03:22	0:22:31
Crosswalk	0:02:16	0:02:20	0:14:17
White	0:35:29	0:03:44	0:36:34
Alley	0:09:29	0:03:01	0:45:59
Bike Share	0:06:00	0:02:00	-
Total	1:04:08	0:02:02	0:29:53
Outside Parking	0:27:09	0:01:43	0:28:53

Findings - Delivery Vehicle Analysis

- Delivery vehicles were 61% of all deliveries – 70% package/parcel (FedEx/UPS/USPS)
- All types split evenly between zones with trucks being the exception for yellow, red and parking zones

Type	All Deliveries	Type of Curb Area Used for Deliveries				
		Yellow	White	Red	Parking	Other (Driveway)
Delivery Vehicle	61%	38%	9%	34%	11%	7%
Personal Vehicle	25%	31%	3%	43%	11%	11%
Truck	7%	50%	8%	15%	19%	8%
Other (e.g. Utility Truck)	7%	35%	9%	43%	9%	4%
Total	100%	37%	7%	36%	12%	6%

Findings - Transportation Network Company Analysis

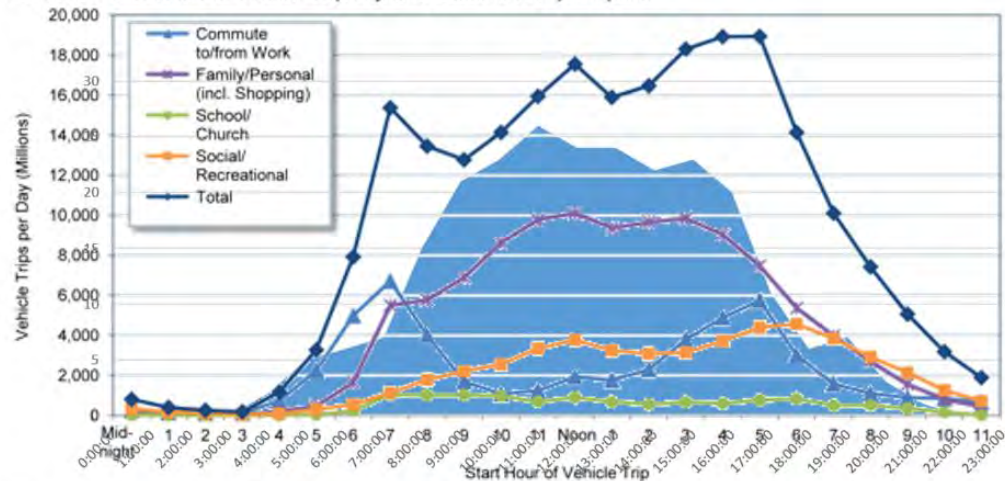
- TNCs were 10% of all passenger loading
- They utilized red zones nearly twice as much as personal vehicles and taxis—and less likely to use white zones

Type	All Passenger Loading	Type of Curb Area Used For Passenger Loading				
		Red	Parking	Yellow	White	Other (Driveway)
TNC /(e.g. Uber Lyft)	10%	73%	9%	3%	5%	10%
Taxi / Shuttle	3%	44%	15%	11%	19%	11%
Bus	46%	99%	0%	0%	0%	1%
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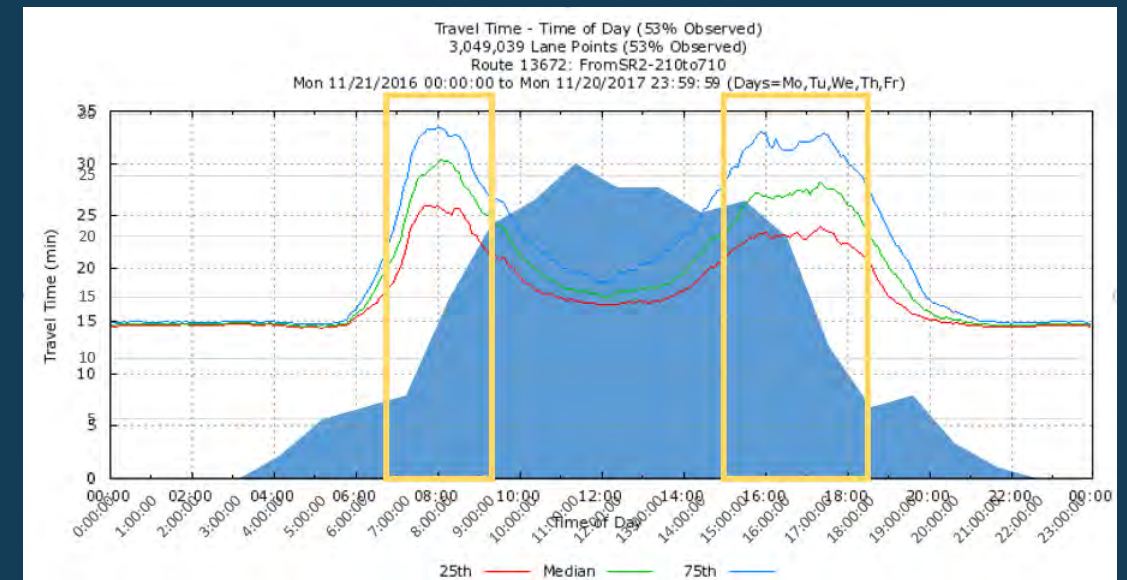
Findings - Time of Day

- Deliveries peak during business hours in the middle of the day
- Follows general travel trends but more concentrated before and after commuting hours (delivery in-transit hours)
- Deliveries traveling during peak congestion periods

Exhibit 1-7 Number of Vehicle Trips by Start Time and Trip Purpose



Source: 2009 NHTS. See 2009 NHTS Summary of Travel Trends, Figure 12.



Technology Assessment or Adoption Plan



Technology Assessment

Focuses on technology frameworks and demonstrations related to curb space management, curb regulating, on-street and off-street parking management, last mile delivery solution and other curb and mobility challenges.

- Projects must:
 - Include **curb space related technology programs** that improve the existing city conditions
- Example project include:
 - Minneapolis **Mobility Hubs**
 - LADOT **Technology Action Plan***
 - Santa Clara County Transportation **Technology Strategic Plan*** (starting on p.58 of 92)
 - Seattle Department of Transportation **Technology Plan, Request for Proposals***
*plans and/or scopes are generally related, but applications should strategically address curb space challenges to strengthen application competitiveness
- Additional considerations:
 - Include **how the technology assessment will be utilized**

Los Angeles Cleantech Incubator

Kelly Schmandt Ferguson, LACI

Jesse Clarke, LACI

Gabriel Carrillo, Pacoima Beautiful





**Los Angeles Cleantech Incubator
Santa Monica Zero Emissions Delivery Zone**

March 2021



LACI recently launched the nation's first Zero Emissions Delivery Zone

SANTA MONICA ZERO EMISSIONS DELIVERY ZONE A LACI PILOT

What Does A Zero Emissions Delivery Zone Accomplish?

- Provides a blueprint for cities to adopt zero-emissions delivery.
- Provides learnings for delivery companies for zero-emission delivery.
- Reduces air pollution, GHG emissions, noise and congestion, as well as improved safety.
- Economic opportunity to small businesses and individuals in the zone.

Press Announcement Launching the ZEDZ – 2/25/21



- Proposed ZEDZ Boundary
- Separated and Protected Bike Ways
- Bike Lanes/ Buffered Bike Lanes
- Designated Bike Routes

ZIP Codes represented - 90401, 90405, 90403

Community breakdown: 15,850 residents and 28,900 employees

Commercial districts - Downtown Santa Monica (including Third Street Promenade) and Main St.



We have a strong coalition of stakeholders to support the ZEDZ

LEADERSHIP TEAM



ADVISORY COMMITTEE

Delivery Partners



FOODCYCLE LA



AxleHire



GUAYAKI



shopify

REEF

Ecosystem Stakeholders



urban movement labs



INNOVATING FOR A BETTER TOMORROW



ROUSH CLEANTECH



Metro



SOUTHERN CALIFORNIA EDISON

An EDISON INTERNATIONAL Company

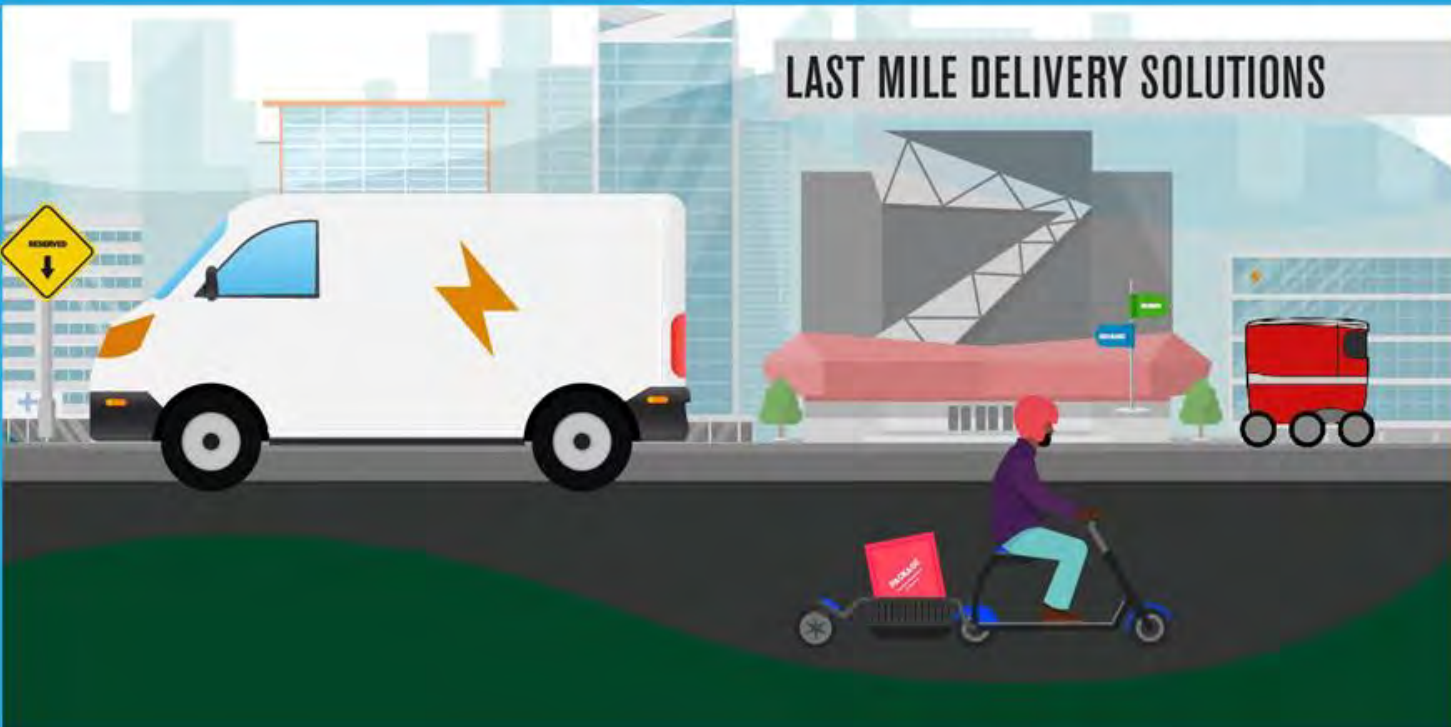
Community Partners



THIRD STREET PROMENADE



SANTA MONICA ZERO EMISSIONS DELIVERY ZONE A LACI PILOT



MICROMOBILITY FOR LAST-MILE DELIVERY



Smaller form factors like e-scooters and e-bikes equipped with cargo for food and parcel delivery.

CURB MANAGEMENT FOR ZE DELIVERY



Zero emission delivery prioritization of select loading zones to optimize delivery, reduce congestion, and improve safety.

LIGHT-DUTY AND MEDIUM DUTY EVS



Electric vehicle fleets and commercial electric vehicles for rent for delivery in the ZEDZ.

SIDEWALK DELIVERY ROBOTS



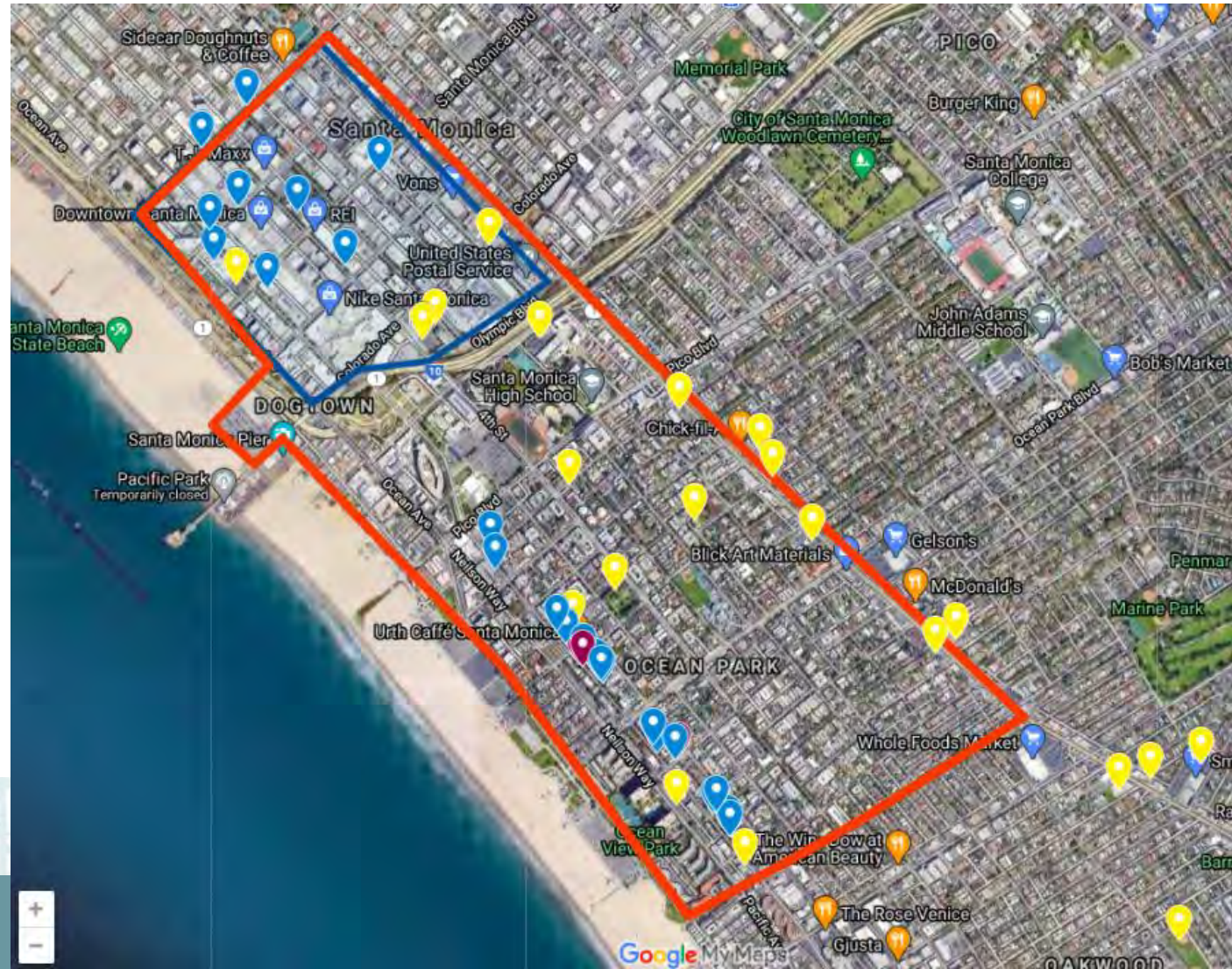
Remote operated, delivery robots for contactless food and parcel delivery.

VOLUNTARY ZERO EMISSIONS DELIVERY ZONE



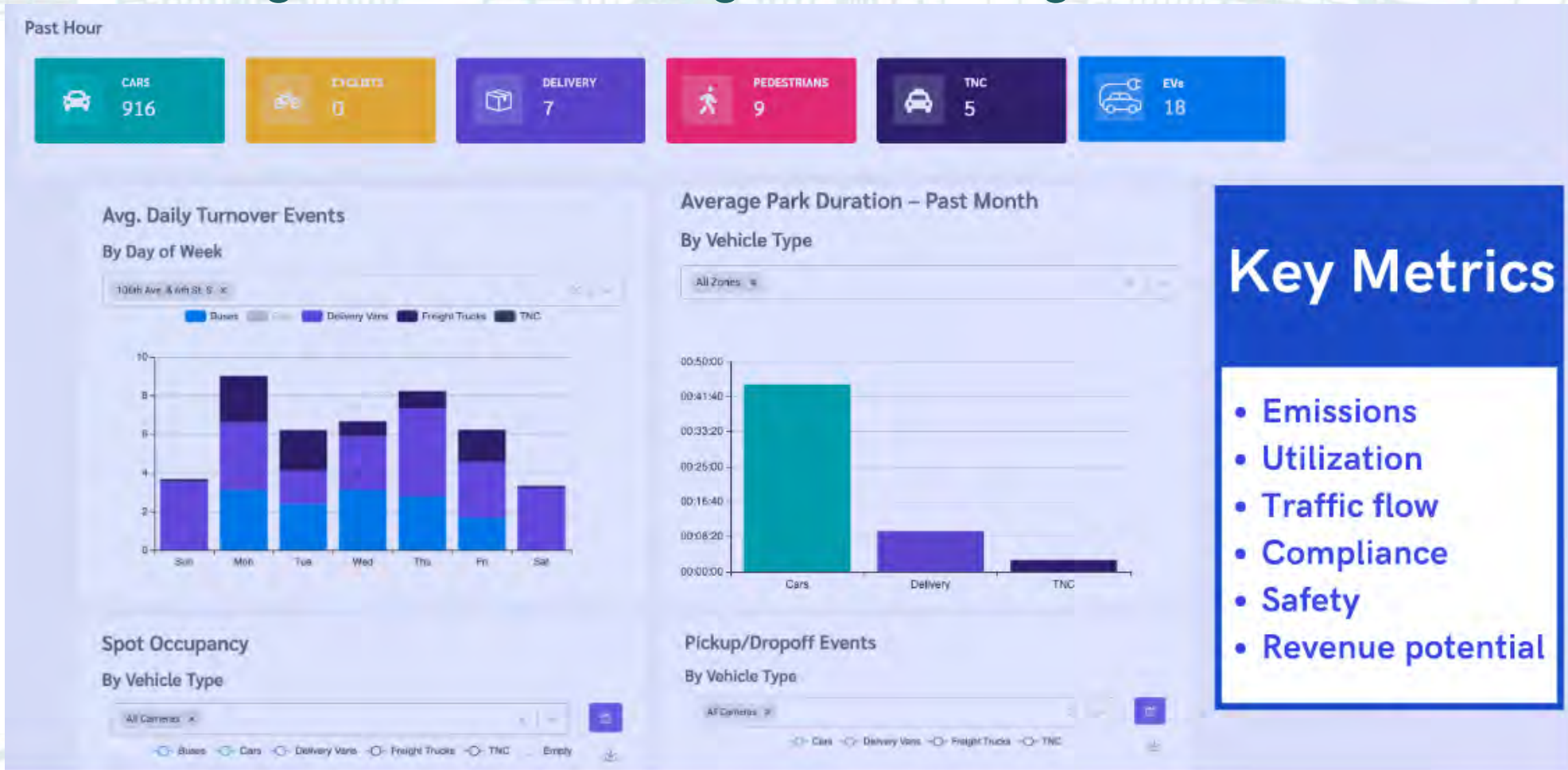
Curb selection - challenges and approaches

- Selecting best curbs for your project can be a big challenge
- Knowing what currently exists - loading zone inventory
- How to ID best curb locations
 - Delivery company data
 - Community direction and input
 - On the ground observation
 - Parking enforcement data
 - Studies like SCAG LMFS





LACI is working with video analytic company Automotus to provide insights into curb usage and management





What can this tell us about curbside usage in the pilot?

- Dynamic uses of curbside based on time of day, day of the week, etc.
- Best locations for use type – TNC drop off, delivery loading, etc.
- What is the potential of pricing the curbside for revenue generation, maximizing curbside efficiency, incentivizing certain behaviors
- Incentive zero emission vehicle adoption for last mile delivery + high VMT vehicles like TNCs



**Los Angeles Cleantech Incubator
Zero Emission Mobility Community Pilots**

March 2021



Community Benefit Pilot Overview



PILOT OUTCOMES

Underserved Communities

- Economic and environmental
- CBOs as key players in sustainable cleantech deployments

Innovation Ecosystem

- Attract startups to LACI Market Access Program
- Learnings for Corporate Partner product strategy

Policy and Politics

- Mobility Pilots Aligned with TEP goals
- Workforce development and DEI initiatives
- Learnings shared with elected officials to inform policy



Community engagement from the start of ZEMC Pilots

Pilot Process

Two-Sided RFI Launched in May 2019:

- Community Needs Identification
- Technology Provider Solution

1 on 1 Phone Interviews

- Community Capacity
- Company Stability and Readiness

Initial Match

Site Visits

- Technology Providers walk site with LACI and community organization
- Final stage of verification

Project Scope

- Finalize Technology match with Community input, align KPIs and deliverables

Role of Community in ZEMC Pilots

Needs Assessment:

- Prioritizing transportation problems
- Solutions the community was interested in adopting

1 on 1 Phone Interviews

- Lessons learned on CBO funding needs
- LACI hosted a Tech and Community speed dating event*

Initial Match - LACI created the matches based on the interviews

Site Visits

- Community showcased their needs and interviewed the Technology Providers
- Lesson learned to complete site visits prior to tech match

Project Scope

- Weekly meetings with community partners to design the program and set the outreach strategy



Four Zero Emission Mobility Pilots in Disadvantaged Communities

Pacoima EV Car Share



- Testing revenue share model with CBO partner for program sustainability and scalability
- Pacoima Beautiful is the community outreach and program partner
- Two Nissan Leaf EVs serving the greater Pacoima community
- Launching a wellness campaign to provide transportation access to Dr visits and gain access to drive-thru vaccination sites

Leimert Park Neighborhood Electric Vehicle, Commuter and Courier E- Bikes, & Software Platform for Ghost Kitchens



- Increasing local business and personal economic growth through first / last mile transportation access
- South LA Café specialties to be delivered across LA County.
- Local business partnerships to be established for delivery and operations
- Three CBOs to lead community outreach and education

San Pedro EV Car Share

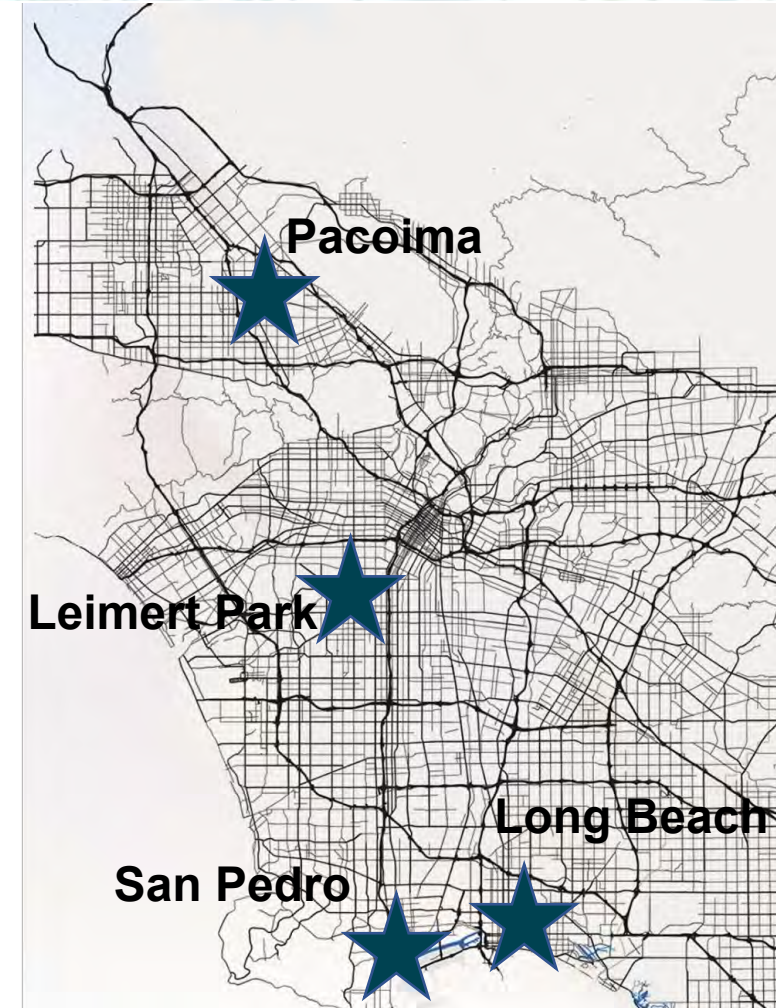


- Building a funding model for EV car share in subsidized housing communities
- Two Nissan Leaf EVs serving the HACLA Rancho San Pedro residents
- Seeking to replace ICE trips and avoid new car purchases
- Nissan Leaf S+ model will test demand for long range rental feasibility

Long Beach E-cargo vehicles



- Zero emission micro mobility utilized for renovation and restoration along the Lower Los Angeles River
- Measuring efficiency gains and introduction of cleantech career pathways to at risk youth





Zero Emission Mobility and Community Pilots – Pacoima EV Car Share

Stats:

- Month over month growth until December
- One month of breakeven from revenue share (November)
- Utilization has been below 4 hrs / day since November
- 11 active users (20 registered)

Key Findings:

- COVID surge dramatically altered transportation habits around the holidays
 - Both new member enrollment and utilization dropped off with the Safer at Home order
 - Pacoima has one of the highest rates of COVID in the nation
- In person training is key to adoption
 - Using QR codes and direct app links increased completed enrollments and decreased mobile app confusion
- Community wide program introduces location barriers which include confusion around program availability and ease of access





Zero Emission Mobility and Community Pilots – San Pedro EV Car Share

Stats:

- One month of breakeven from revenue share (December)
- Utilization has remained above 4 hrs / day since November
- 24 active users (47 registered)

Key Findings:

- Intensive side by side training is necessary for community outreach leads who are new to the technology
- Top barriers include mobile app, connectivity, language, and Drivers Licenses
- Assumed payment method barrier has not been realized
- Need a better balance of shared responsibility and skin in the game to reduce vandalism and vehicle damage





Zero Emission Mobility and Community Pilots – Leimert Park Multimodal

- Circuit Neighborhood Electric Vehicle (NEV)
 - 80% of rides occur between 11 – 4p
 - Sunday had fewest rides
 - Most rides are for food, shopping, and residential
 - Earned advertising revenue not enough to cover operational costs
 - Safer at Home order significantly impacted adoption
- Zoomo e-bike rentals
 - Delivery partnerships and incentives helped introduce couriers to e-bikes but not all were ready for the mode shift citing being uncomfortable in LA traffic
 - Continued community listening led to introduction of commuter rentals (late December launch)
- Chewbox
 - Launching soon!
 - South LA Café coffee menu delivered across LA County on a set delivery route (VMT reduced)
 - First third-party restaurant onboarded and first drink delivery





Zero Emission Mobility and Community Pilots – Long Beach E-Cargo Bikes

Stats:

- URB-Es increased the CCLB crew member's efficiency by over 12% for litter abatement
- One CCLB crew member applied for the current APC fellowship focused on Software Development / IT Support training

Key Findings:

- Early pandemic launch did not allow for an assessment of COVID impact – program delays, daily operation adjustments, etc
- URB-Es / small e-cargo form factors are not a feasible use case for river restoration projects when compared to flat bed trucks
- Corpsmembers expressed high interest in LACI workforce development programs including mechanical and electrical maintenance for EVs and e- micromobility





Thank you!

Kelly Ferguson, Pilots Director – Kelly@laci.org

Jesse Clarke, Pilots Manager – jesse@laci.org

Parking Management Plan



Parking Management Plan



Focuses on advancing parking management in a selected site, street, or the entire city. Projects can include pilots, studies, or plans.

- Projects must:
 - Promote a **balanced transportation system** through parking management
- Example projects include:
 - Downtown Parking Management Plan, **City of Garden Grove**
 - LA Express Park Demand-Responsive Pricing, **City of Los Angeles**
- Additional considerations:
 - There are a number of types of eligible parking projects, including:
 - Downtown, Special District, or Main Street Parking Plans (subareas)
 - Pricing Strategy Pilot Studies or Programs
 - Parking Strategy Pilot Programs
 - Electric Vehicle (EV) Studies or Programs

Parking Management Plan: Example Projects

Focuses on advancing parking management in a selected site, street, or the entire city. Projects can include pilots, studies, or plans.



Permitting Process Evaluation



Permitting Process Evaluation



Focuses on permitting process, evaluation and impact of curb use to enhance safety and efficiency for all users.

- Projects must:
 - Include **inclusive strategies that support users** including seniors, people with disabilities, transit, active transportation, business owners, schools, residents, etc.
 - **Address one or more curb space challenges** – this may include last mile delivery, food delivery, school loading zone, ride share drop-off/pick-up, outdoor dining, parking, etc.
- Example projects include:
 - **City of Newport Beach** Parking Program
 - Street Vending Program in **City of Santa Monica**
- Additional considerations:
 - **Community participation and engagement**
 - Leverage or build **partnerships** for planning and implementation

City of Santa Monica

Anuj K. Gupta

Deputy City Manager / Director of Policy





City of
**Santa
Monica**

Sidewalk Vending in Santa Monica

Expanding Access and
Opportunity

Context / Background

- History of Vending in Santa Monica
- Challenges of Vending Impacts
- SB 946 – 2018
 - Decriminalized sidewalk vending
 - Limited abilities to regulate/limit – health, safety, welfare
 - Permitting program parameters
- Apr. 2019 – Santa Monica Council Action



City of
**Santa
Monica**

Before – Research & Engagement



- Assess other cities' policies – comparative analysis
- Meetings – Broad range of stakeholders, varying viewpoints
- Hard-to-Reach Stakeholders – Find people where they are
- Close collaboration with City Attorney's Office

During – Inclusive Council Meeting

- Promote Council meeting to ensure attendance
- Ensure first-time attendees are welcomed, oriented
- First ever bilingual Council hearing in Santa Monica
- Adapt to stakeholder needs in real time – headsets



After – Outreach + Accessible Permits

- Low Barriers to Entry
 - Fees
 - No liability insurance
- Town Halls, Permitting Workshops
 - Answering tough questions
 - Walking applicants through a new, difficult process
 - Bilingual events

After – Outreach + Accessible Permits



**Sidewalk
Vending
in Santa
Monica**

Apply for a permit first!
Call 310.458.8745 for help.

Questions or concerns?
Email vending@smgov.net

with your camera to learn about
the rules for sidewalk vending.



santamonica.gov/vending



City of
**Santa
Monica**

After – Outreach + Accessible Permits



Apply for a permit first!

Violation of rules can result in citations/fines

Help! I received a citation for vending. Who do I call?

Call our Code Enforcement Office: 310.458.4984

What if I can't afford to pay my citation?

You may qualify for financial assistance or a reduction in the fine amount. Call our Finance Office: 310.458.8281

If you need help, call 310.458.8745, go to santamonica.gov/vending or scan the code with your phone



¡Solicite un permiso primero!

¡Violación de la ley puede resultar en una citación o multa!

¡Ayuda! Recibí una citación por vender. ¿A quién le llamo?

Llame a nuestra Oficina de Aplicación de Códigos: 310.458.4984

¿Qué pasa si no puedo pagar mi citación?

Usted puede calificar para asistencia financiera o una reducción en el monto de la multa. Llame a nuestra Oficina de Finanzas: 310.458.8281

Si necesita ayuda, llame al 310.458.8745, visite la página web: santamonica.gov/vending o escanea el código QR

A Guide to Sidewalk Vending in Santa Monica



Una Guía para la Venta Ambulante en Santa Mónica



After – Outreach + Accessible Permits

Santa Monica has changed its sidewalk vending laws to protect public health and safety. That means, there are new rules to learn and follow. You need to learn them to avoid citations!

DO'S: QUE HACER:



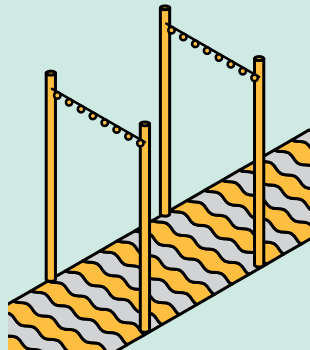
Apply for a vending permit, and display it clearly!

¡Solicite un permiso de venta y muéstrelo claramente!



Look for this symbol to see if it is a no vending zone

Busque este símbolo para identificar lugares donde no se permite la venta



Vend in areas with plenty of space like the Colorado Esplanade

Venda en zonas con mucho espacio como la Colorado Esplanade



Get an LA County Health Permit if you are vending food

Si vende alimentos, obtenga un Permiso del Departamento de Salubridad del Condado de Los Angeles

DON'TS: QUE NO HACER:



Don't set up a table or a rug on the beach or the Promenade



No coloque una mesa o una alfombra en la playa o en el paseo marítimo



Don't vend anywhere on or around the pier, in or next to a parking lot, in the street, or on a bike path!*

*¡No venda en ningún lugar en o alrededor del muelle, dentro o al lado de un estacionamiento, en la calle o en un carril de bicicletas!**

***official concessionaires can vend on the Pier**

**solamente los concesionarios oficiales pueden vender en el muelle*

Enforcement – The Ultimate Challenge



Summary – Lessons Learned

- Stakeholder Engagement – Cast a Wide Net
- Break Precedent for Inclusive Input in Decision-making
- Meet People Where they Are
- Accessibility – Language, Fees, Information
- Get Creative – Visual Impact
- Enforcement Challenges – You Can't Solve Everything the First Time

Poll question

Barriers to
moving forward
with the
application?

Question & Answer Session



- SCAG Staff

- Julia Lippe-Klein
- Marisa Laderach
- Hannah Brunelle
- Scott Strelecki
- Thomas Bellino
- Jaimee Lederman
- Prithvi Deore

- Guest Panelists

- Kelly Schmandt Ferguson, LACI
- Jesse Clarke, LACI
- Gabriel Carrillo, Pacoima Beautiful
- Anuj K. Gupta, City of Santa Monica

Questions?

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