

Schedule 1 to the Minutes of the Regular meeting of Richmond City Council held on Monday, April 26, 2021.

MAYOR & EACH
COUNCILLOR
CITY CLERK'S OFFICE

ON TABLE ITEM

Date: April 26, 2021
Meeting: Council - Open
Item: 11



**City of
Richmond**

Memorandum

Finance and Corporate Services Division

To: Mayor and Councillors **Date:** April 26, 2021
From: Katie Ferland **File:** 08-4150-01/2021-Vol 01
Manager, Economic Development
Re: **Final Results of Public Consultation on Regulation of Food Trucks in Steveston**

This memo is to update Mayor and Councillors on the final results of the public consultation regarding the need and options for the regulation of food trucks in Steveston.

A Let's Talk Richmond survey was conducted from April 13 to April 25; a summary of preliminary results based on 565 survey responses was included in the report titled "Need and Option for Regulation of Food Trucks in Steveston" dated April 16, 2021 from the General Manager, Community Safety.

Upon conclusion of the consultation period, 1,298 responses were received. The final results largely resemble those in the preliminary summary as a large sample size had already been achieved at that time. Highlights are as follows with a complete report in Attachment 1.

- 110 Steveston business owners/operators responded, including 46 restaurant representatives.
- The majority of all 1,298 respondents (77.7%) believe that food trucks in Steveston should be regulated.
- Overall 47.5% of respondents believe food trucks should only be allowed to operate a specified distance away from brick and mortar restaurants in Steveston. 41.8% did not believe this and 10.8% had no opinion.
- 52.7% of all Steveston businesses believe a distance criteria rule should be imposed, and 71.7% of Steveston restaurant operators believe this.
- When filtered by non-restaurant Steveston business operators, the result was divided. 41.4% believe a distance criteria should be imposed, 42.9% did not believe this, and 15.7% had no opinion.
- Many respondents would visit a food truck if it was located outside of the Steveston Village core area, including 49.3% if it was within a 5 minute walk; 33.6% if it was within a 10 minute walk, and 33.7% indicated they would visit a food truck wherever it was located.
- There was strong overall support for food trucks in other Steveston locations including at special events, farmers markets and festivals (87.8%) and in City parks (66.9%).

Please contact the undersigned with any questions.

Katie Ferland
Manager, Economic Development
(604-247-4923)

pc: SMT
Carli Williams, Manager, Business Licence and Bylaws



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Att. 1: Summary of Public Consultation re: Regulation of Food Trucks in Steveston

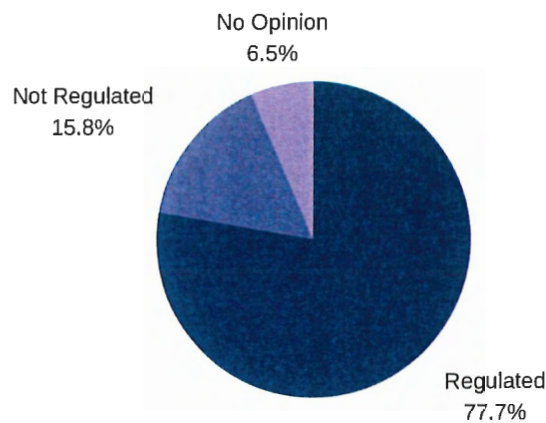


REGULATION OF FOOD TRUCKS IN STEVESTON

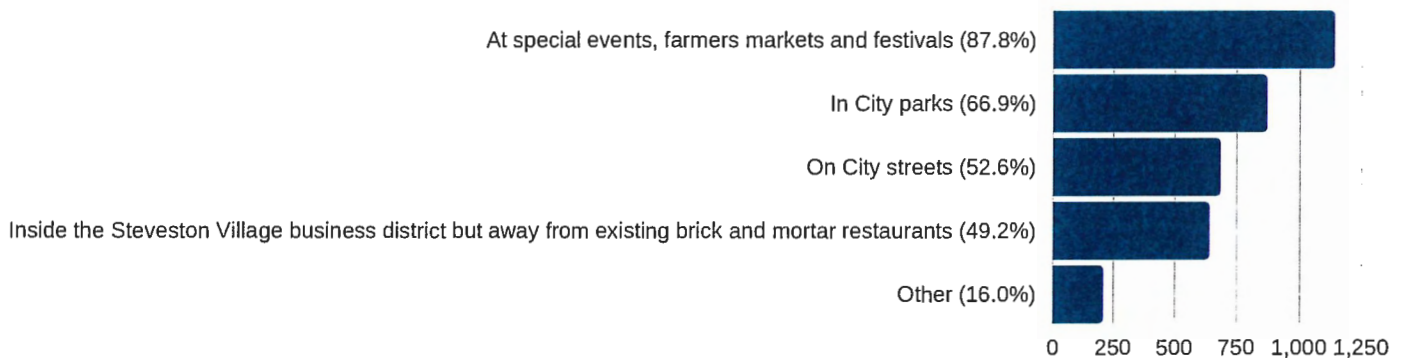
Let's Talk Richmond - Survey Data

The City sought feedback from the public and local businesses regarding the need and options for the regulation of food trucks in Steveston. A Let's Talk Richmond survey was open from April 13 to April 25, 2021. Upon conclusion of the consultation period, 1,298 survey responses had been received by the City. The data is as follows:

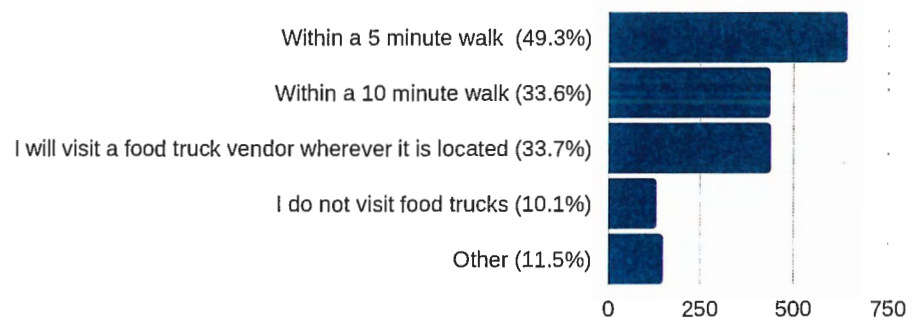
Q1. In regards to food trucks operating in Steveston, I believe they should be:



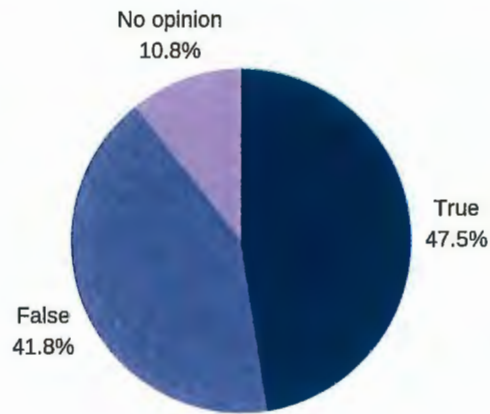
Q2. I would prefer that food trucks be allowed to operate at the following locations in Steveston (select all that apply):



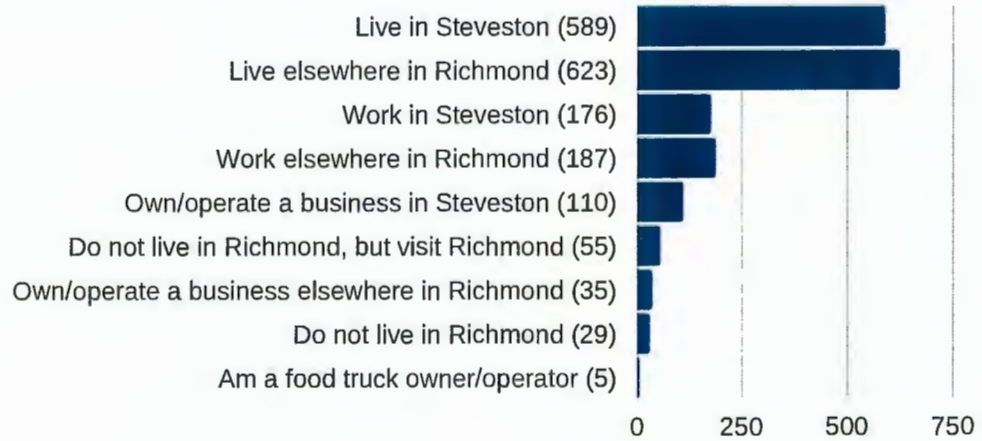
Q3. I would visit a food truck if it was outside of the Steveston Village core area (select all that apply):



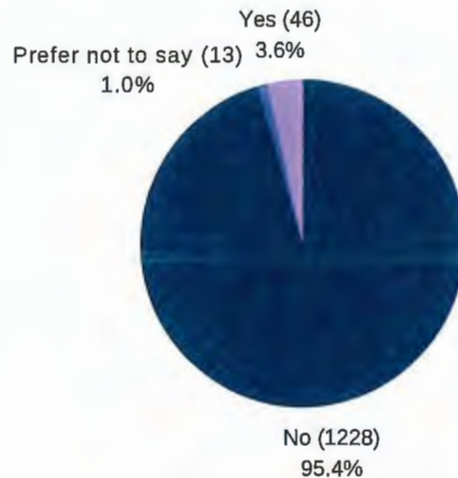
Q4. I believe food trucks should only be allowed to operate a specified distance away from existing brick and mortar restaurants in Steveston:



Q5. Here is more information about me (select all that apply). I...



Q6. I own/operate/work in a restaurant in Steveston:



REGULATION OF FOOD TRUCKS IN STEVESTON

Let's Talk Richmond - Feedback Highlights

Respondents were also invited to provide additional comments or feedback through the survey or by email. Highlights of comments received under three main themes are as follows.

Benefits of Food Trucks in Steveston

- Food trucks provide additional options and variety for consumers, and result in healthy competition for businesses.
- They provide a casual on-the-go option, thus appealing to a different market than a sit down dining experience.
- Many food trucks have a loyal following and attract new people into the village who may spend money at nearby businesses and be enticed to return in the future to enjoy additional experiences.
- Food trucks may go on to establish a brick and mortar presence in a community where they have been successful.
- Food trucks can provide an exciting element at special events and festivals, and add vibrancy to the community.

Challenges of Food Trucks in Steveston

- Food trucks are not subject to the same level of fixed costs as brick and mortar restaurants. They have the flexibility to choose which days to operate, whereas restaurants operate year round and must endure slow periods and other challenging conditions.
- COVID-19 is threatening the viability of existing restaurants due to public health restrictions on capacity and curtailed tourism. Additional competition will further hurt Steveston restaurants and some may be forced to close.
- Food trucks in Steveston Village create additional congestion and constrain parking and pedestrian movement.
- Food trucks are drawing crowds while physical distancing measures are in place.
- Negative impacts to nearby businesses includes litter and the need by food truck patrons to use nearby washroom facilities.

Suggestions for the Regulation of Food Trucks in Steveston

- Food trucks are a unique foodservice business model and require distinct regulations.
- Regulations for food trucks should address health and safety aspects while mitigating congestion, conflict with nearby restaurants, and other challenges.
- Food trucks could be located outside of the Steveston Village core in City parks and in other public and privately owned locations throughout Richmond.
- Regulation to mitigate conflicts could include limiting products to those that do not directly compete with nearby brick and mortar restaurants, and introducing a distance rule.
- Food trucks are intended to be mobile and should not become a fixture in one location; limits can be placed on days and hours of operation.

REGULATION OF FOOD TRUCKS IN STEVESTON

Summary of Survey Results by Demographic

The following table displays results filtered by specific categories of respondents i.e. Steveston merchants and Steveston restaurant operators. Please note responses with no opinions were omitted from chart percentages.

	Food trucks in Steveston should be regulated	Food trucks in Steveston should <u>not</u> be regulated	TRUE: Food trucks should only be allowed to operate a specific distance away from existing brick and mortar restaurants in Steveston	FALSE: Food trucks should only be allowed to operate a specific distance away from existing brick and mortar restaurants in Steveston
Own/operate/work in a restaurant in Steveston (46)	71.7%	28.3%	71.7%	23.9%
Own/operate a business in Steveston (110)	75.5%	18.2%	52.7%	33.6%
Own/operate a non-restaurant business in Steveston (70)	72.9%	18.6%	41.4%	42.9%
Live in Steveston (589)	81.2%	13.9%	53.5%	36.0%
Live elsewhere in Richmond (623)	75.4%	17.0%	44.1%	45.9%