



City of Dallas

Mobile Food Vending Zone Pilot Program

**Quality of Life, Arts, & Culture
February 22, 2022**

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**Convention and Event Services
City of Dallas**

Overview



- Background
- Purpose
- Program Performance Measures
- Staff Recommendation
- Proposed Engagement and Analysis
- Pilot Program Parameters and Locations
- Next Steps



Background



- **Sept. 20, 2021** - Quality of Life, Arts, & Culture (QoLAC) Committee was briefed by The Better Block Foundation (*Business Communities Mobile Food Unit Task Force*) regarding Chapter 17, Article VIII of the Dallas City Code
 - Task force suggested four updates to Chapter 17 relating to Mobile Food Units and a Mobile Food Vending Zone pilot program.
- **Jan. 18, 2022** – QoLAC was briefed by Code Compliance on updates to define and classify Mobile Food Units and updates to Chapter 17.



Purpose



- Discuss the parameters and guidelines necessary to develop a **Mobile Food Vending Zone Pilot Program** that aligns with the upcoming changes to Chapter 17 of the City of Dallas Code which will modify and redefine the Mobile Food Unit
- Staff recommendation of two potential pilot sites located in City Council Districts 2 and 9
 - Future sites to be considered based on pilot program outcomes



Program Performance Measures



Convention and Event Services – Office of Special Events will measure:

- Feedback from brick-and-mortar food establishments regarding impacts to foot traffic
- Nuisance concerns related to litter, odor and noise
- Effects on right-of-way parking and line-of-sight for pedestrian and vehicles



Staff Recommendation



- Launch the pilot in two locations
 - Pacific Plaza
 - Bathhouse Cultural Center
- Utilize the current special event permitting process to pilot a 60-day program for each proposed location
- Apply current Chapter 42A parameters to mitigate some of the possible business impacts



Proposed Engagement and Analysis



- **Engagement**

- Contacted the North Texas Food Truck Association (NTXFTA) to engage membership for program participation and promotion
- Engaged Code Compliance to gather current Mobile Food Unit permit data

- **Post-Event Analysis**

- Proposed use of surveys, in-person meetings, and focus groups



Pilot Program Parameters and Locations



- Staff received location parameter feedback from QoLAC Committee
- Proposed selection criteria included
 - Close proximity to an entertainment district
 - City-owned property
 - Accommodate locations outside the Central Business District



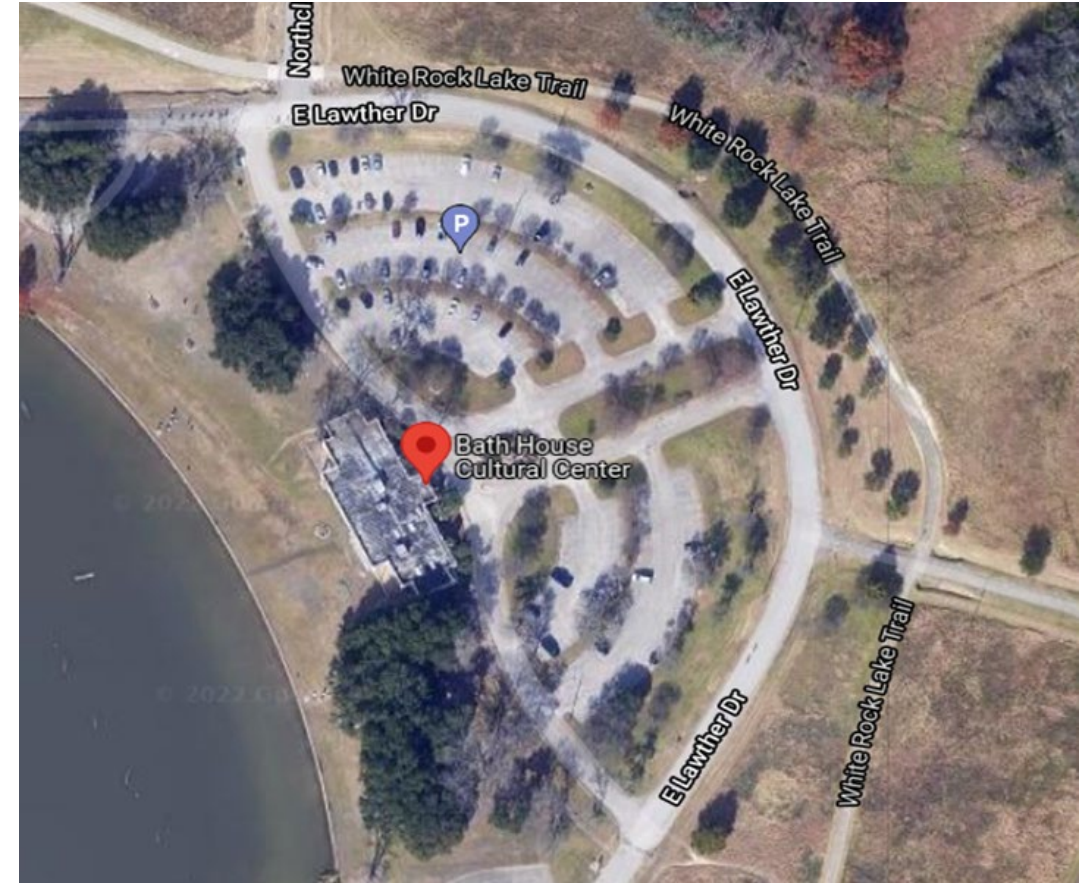
Pilot Program Parameters and Locations (cont.)



Bathhouse Cultural Center

Justification:

- City-owned property
- Parking allows for Mobile Food Unit with no impacts to day-to-day parking users
- Popular location with heavy foot traffic
- Outside of CBD



Pilot Program Parameters and Locations (cont.)



Pacific Plaza

Justification:

- City-owned property managed by Downtown Dallas Inc.
- ROW with metered parking spaces
- Near both Deep Ellum and Arts District



Next Steps



Committee Action

- Committee approval to pursue the Mobile Food Vending Zone Pilot Program through the special event permit process.
- Pending council approval of proposed amendments to Chapter 17, a proposed implementation timeline:

Mobile Food Vending Zone Pilot Program Timeline	
Launch the pilot zone	May – June 2022
Post-pilot information meeting	July 2022
Present findings to QoLAC	August 2022





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