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May 2, 2013

City Council
San Jose City Hall
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Dear Honorable Mayor and City Councilmembers:

Thank you for the opportunity to comment on the Title 20 Ordinance Amendments for Outdoor Vending on Private Property. SPUR supports these amendments as a modest, balanced approach to increasing fresh food retail options throughout the city.

As we detail in our upcoming report, *Locally Nourished*, the ability of residents to access and afford fresh, healthy food is important to both the quality of life and the public health of San Jose residents. Too many people in the Bay Area, especially those with low incomes, do not have convenient access to fresh fruit and vegetables near their homes.

The proposed changes to the outdoor vending regulations would allow small-business entrepreneurs in San Jose to pursue a business model that has been successful in New York to the benefit of both the business owners and their customers. The proposal removes the existing and costly regulatory obstacle of mobile produce vendors having to obtain a permit for each location in which they operate. The proposal, while expanding the areas where vendors can operate, is also limited in its scope. For example, in residential zones, produce vendors would only be allowed to operate on privately owned parcels that are used primarily for schools, libraries, community centers, or places of worship for a maximum of two hours per day.

The ordinance, by removing existing barriers to small-scale fresh food retail operations, would help San Jose move one step toward reaching the goal of “ensur[ing] that all residents have sufficient access to healthful food” as articulated in section VN-3 of the San Jose 2040 General Plan.

I appreciate your consideration of SPUR’s comments and encourage you to support this amendment.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Z.", is written over a light blue circular stamp.

Eli Zigas
Food Systems and Urban Agriculture
Program Manager