



**Fort Bragg
U.S.D.
Nutrition
Services**

312 S. Lincoln Street • Fort Bragg, CA 95437 • (707) 961-3521

May 26, 2015

City of Fort Bragg
Community Development Committee
416 N Franklin Street
Fort Bragg, CA 95437

RE: Mobile Vending Adjacent to Schools

Dear Committee Members:

I am writing to ask you to please recommend prohibiting mobile vending within 1,500 feet of schools. Our school district has worked tirelessly creating a healthy school environment that, amongst other things, encourages nutritious eating habits for our students. We have developed a progressive and effective Wellness Policy which has received state-wide recognition as a model policy. Fort Bragg Unified Nutrition Services was chosen by the California Department of Education as one of four districts in the state of California to start an Ambassador Leadership Program, assembled to train other school districts on how to create healthy learning environments and fresh, nutritious school meal programs. We all know that the strength and desirability of a school district is of significant value to a city. Allowing mobile food vending trucks within the vicinity of our schools will undermine these efforts and successes, and can result in significant financial hardship to the school district.

Mobile vending trucks present direct competition for school meal programs, which already struggle financially with inadequate Federal and State reimbursement rates. Fort Bragg USD has made serving only healthy foods on school campuses a priority, recognizing that students learn and thrive best when they are well nourished and healthy. The District invests nearly \$200,000 from General Fund into Nutrition Services to insure our students receive freshly prepared, nutritionally balanced, and delicious meals at school. This is a significant amount of funding for such a small school district, already burdened by budget struggles. We simply cannot afford to lose revenue to competition brought to our doorstep. Loss revenue could compromise our ability to continue serving quality meals at school.

The health of children is a community concern, which should be supported by our local government. A prevalent thread in our district's Wellness Policy is the importance of consistent messages to our students. Therefore, it asks that all fundraising done on behalf of the school district try to adhere as closely as possible to the strict nutritional guidelines of foods sold on campus. We ask that teachers



only use healthy food as examples in lessons and at classroom parties. Students are taught to make healthy choices in our classrooms, school gardens and cafeterias. To subsequently allow unhealthy food sales adjacent to the schools sends mixed messages to the children. The City, too, should join our efforts in only allowing access to healthy foods in and around the schools.

There are many hard-working, dedicated community members who put countless volunteer hours into fundraising on behalf of the school district. These groups have really stepped up to the challenge of offering more healthy options for sale at sporting and other events held on school property. Like the schools, these groups are non-profit and are only working for the benefit of our children and community. To allow for-profit vendors to park adjacent to the schools while they are holding fundraising events would greatly hurt their ability to raise money for the schools. Our athletic teams and enrichment programs rely on these fundraising efforts, which provide services our kids would otherwise not have. I hope the City of Fort Bragg will support the efforts of these non-profits by not allowing competitive sales adjacent to the school sites where so much of their vital fundraising occurs.

I am attaching two documents you might find helpful as you further investigate how to move forward with Mobile Vending permits. One, by Perry Udem Research/Communication, summarizes the findings of a survey of California voters in regards to limiting mobile vending near schools. The other is a brief from the California Department of Public Health highlighting two California communities, Novato and San Jose, which have addressed mobile vending near schools. The brief discusses the role of City Planning in this effort. Novato, in Marin County, prohibits any vending within 1,500 feet of their schools. California Food Policy Advocates has created a series of short micro-documentaries about this effort, which I encourage you to view at <http://cfpa.net/mobile-food-vending/new-microdocs-show-efforts-curb-mobile-vending-schools#more-3095>

Thank you for your kind consideration.

Respectfully,



Pilar Gray
Director of Nutrition Services
Fort Bragg Unified School District



Survey Shows California Voters Support State Efforts to Encourage Healthy Eating and Limit Mobile Food Vending Near Schools

May 21, 2013. California Food Policy Advocates sponsored a survey of California voters to understand their views about preventing obesity among children, encouraging healthful eating, and addressing mobile food vending near schools.¹ The survey was in the field from August 17, 2012 to August 23, 2012. The survey finds strong support for efforts to prevent childhood obesity and improve nutrition among children – including support for existing laws that help shape nutrition in California schools. The survey also reveals that a majority supports limiting mobile food vending near schools. Key survey findings include:

- Eight in ten California voters feel it is extremely or very important to take steps to prevent obesity (81%) and improve nutrition (80%) among children.
- Most California voters feel that preventing obesity and improving nutrition for children are issues best dealt with by the entire community, including schools and government (60%), rather than being personal issues best addressed by children and families on their own (39%).
- California voters agree, by a ratio of more than three-to-one, that more needs to be done to limit the availability of unhealthy food around children (77% vs. 22%).
- Large majorities of voters feel that existing laws which set nutritional standards for food sold to children in schools (89%) and existing laws which limit the sale of unhealthy beverages like sodas to students at schools (84%) are good ideas.
- When they consider proposed legislation to limit mobile food vending within 500 feet of schools during certain hours of the day, two-thirds (67%) of California voters support the idea of limits.

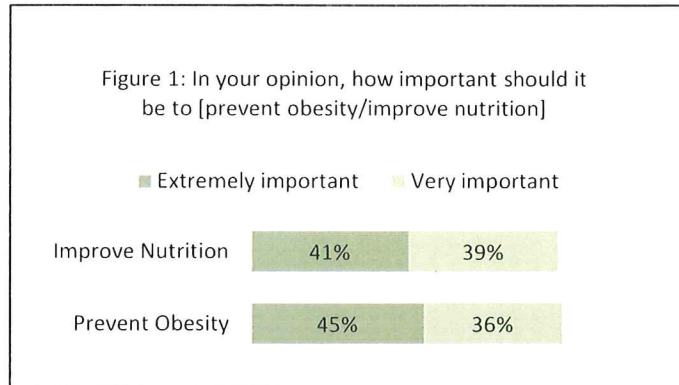
Details about these and other findings can be found on the following pages.

¹ This poll was funded through a grant from the American Heart Association's Childhood Obesity Rapid Response Fund. The survey was conducted online among n=1,053 registered voters using Knowledge Networks' online panel and in accordance with the standards of the American Association for Public Opinion Research (AAPOR). The margin of error for the total results is $\pm 4.4\%$.

FINDINGS

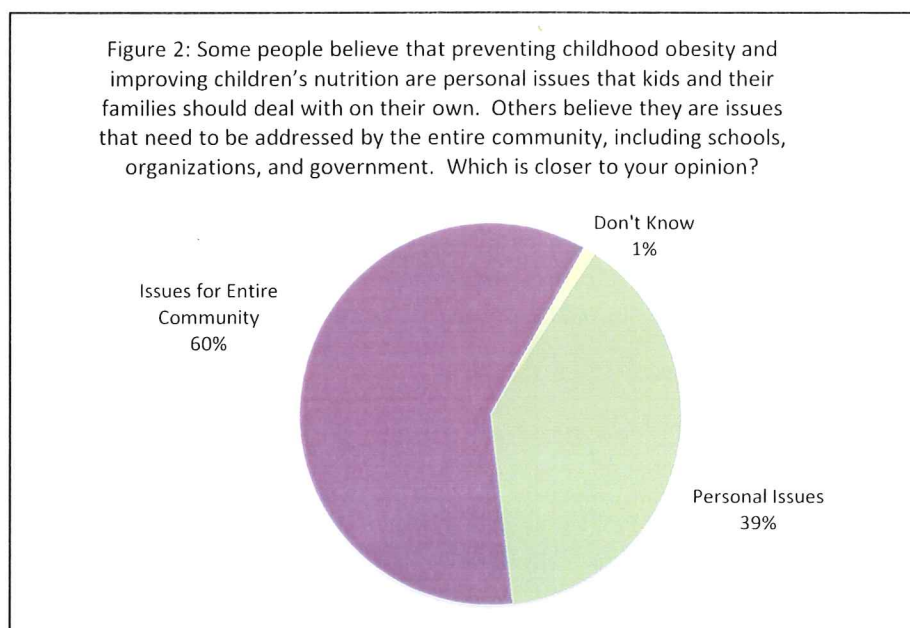
Most California Voters Feel It Is Very Important to Prevent Obesity among Children

About four in ten voters say unhealthy eating is the greatest risk to children's health in California (39%), followed by a lack of physical activity (22%), drug use (13%), violence (10%), unsafe sexual behaviors (5%), smoking (3%), and alcohol use (2%). Given their concern about unhealthy eating, it is no surprise that more than three-quarters of voters also say that it is extremely or very important to prevent obesity (81%) and improve nutrition (80%) among children in California. (See Figure 1) According to voters, the number one reason to address obesity among children is: We should do something about this because it can have serious consequences for children's health now and as they get older (64% strongly agree; 26% somewhat agree).



Voters Are More Likely to View Preventing Childhood Obesity as a Community Challenge Rather than Just a Personal Issue

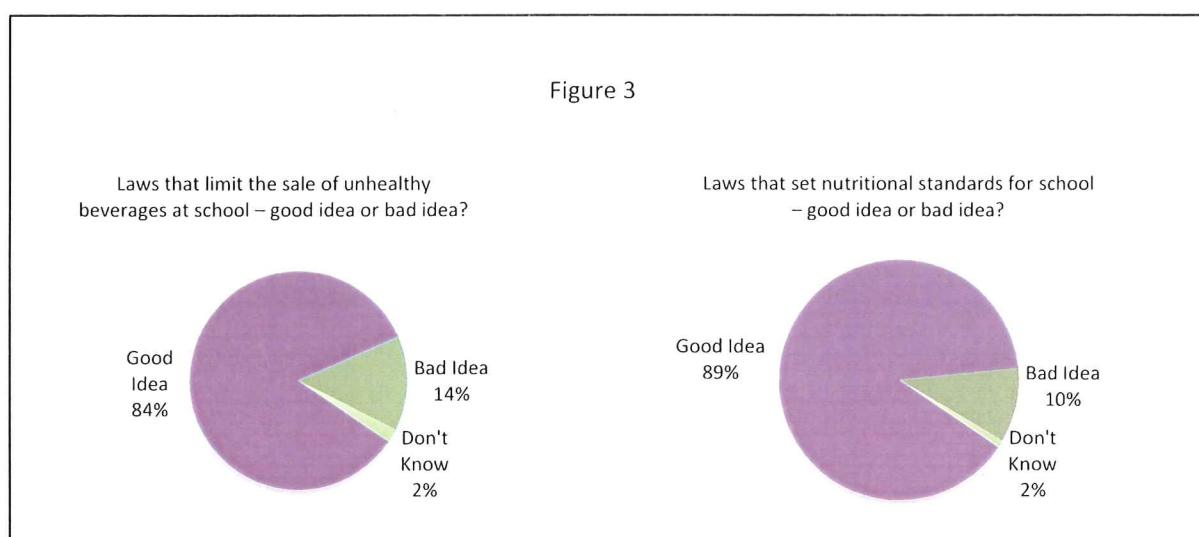
The survey explored whether California voters view childhood obesity and healthy eating for children to be personal issues best addressed by families or to be issues that affect the entire community, and therefore need a community response. As Figure 2 shows, voters are more likely to see childhood obesity and nutrition as community issues.



Because they have a community context for addressing childhood obesity, it makes sense that California voters in the survey agree, by a ratio of more than three-to-one, that they need to do more to limit the availability of unhealthy food around children (77% vs. 22%).

Strong Majorities of California Voters Support State Laws that Promote Better Nutrition in Schools

California voters offer strong support to existing laws that limit the sale of unhealthy beverages like soda to students on public school campuses (52% say these laws are a very good idea and 32% say these laws are a somewhat good idea). California voters also offer strong support to existing laws that set nutritional standards for foods sold to students on public school campuses (57% agree these laws are a very good idea; 32% agree these laws are a somewhat good idea). (Figure 3)



California Voters Have Concerns about Mobile Food Vending Near Schools

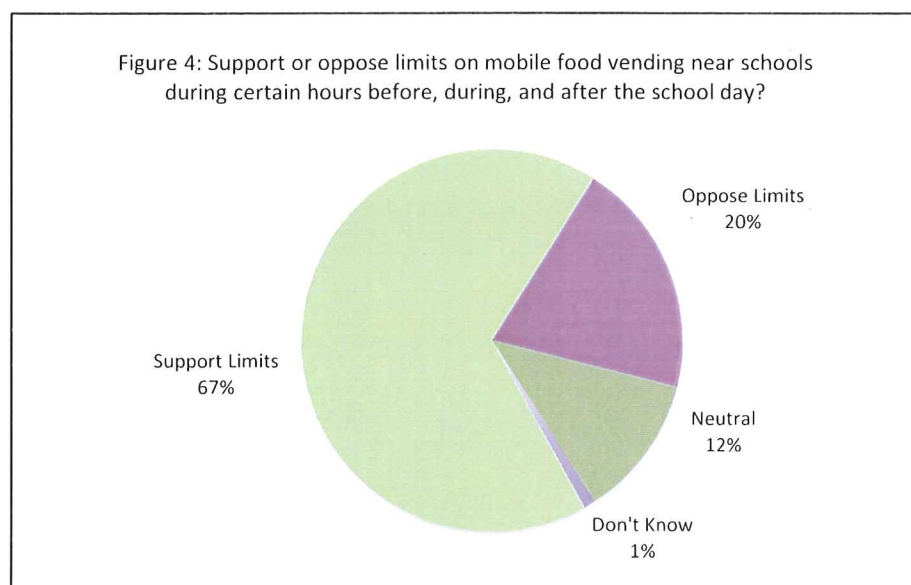
Survey respondents heard the following description of mobile food vending near schools in California: “In many communities across California, mobile food vendors are selling chips, sodas, and similar items to children near schools before, during, and after the school day. Mobile vending near schools can include pushcarts, ice cream trucks, food trucks, and other portable ways of selling food.” In response, about one in five California voters (21%) said they were very familiar with this issue. Most were either only somewhat familiar (34%) or not too or not at all familiar (44%) with this issue.

When asked about various concerns that people might have about mobile food vending near schools, about half of parents say they are extremely or very concerned about kids interacting with unknown adults (49%); kids crossing streets to get to mobile food vendors

(49%); the safety of food items offered through mobile food vending (49%); and mobile food vending providing kids more access to unhealthy foods (48%).

Most California Voters Support Limits on Mobile Food Vending

California voters in the survey were told about a non-profit organization working on nutrition and health issues in California that is asking the state government to limit mobile food vending near public school campuses. Survey respondents heard that this organization is proposing legislation limiting mobile food vending within 500 feet of public school campuses during certain hours before, during, and after the school day. In response, two-thirds of voters (67%) say they support the idea of limits. (Figure 4)



Conclusions

The findings from this survey show that California voters feel that preventing obesity and improving nutrition for children are important efforts. They see these efforts as more than just the responsibility of families – they see a role for the entire community, including schools and government. This feeling is what seems to drive their support for a number of efforts to limit the availability of unhealthy foods around children and schools. California voters offer strong support to laws that limit the sale of unhealthy beverages like sodas at schools and set nutritional standards for foods sold to students at schools.

While mobile food vending near schools seems to be a new issue for many California voters, once they learn about it, many have concerns. Their top worries include: children interacting with unknown adults, children crossing streets to get to mobile food vendors, giving children more access to unhealthy foods, and concerns about food safety. This is why two-thirds of California voters support limits on mobile food vending near schools during certain hours before, during, and after the school day.

IN BRIEF:

Communities Promoting Healthier Living

Mobile Vending:

Opportunities for Collaborative Solutions to Building Healthy Communities

Communities across California acknowledge both the challenges and opportunities of mobile vending to increase access to healthy foods in low income neighborhoods. School districts, parents, local health departments, nonprofits, and local governments are looking for equitable solutions to this complex issue. Some communities, faced with unhealthy food offerings and safety issues resulting from the presence of vendors close to school grounds, have chosen to restrict vendors. Other communities view mobile vending as an opportunity to get healthy food deep into neighborhoods where it is presently limited. Those communities have chosen to enable vendors that sell healthy food only. The cities of Novato and San Jose featured in this case study represent these different solutions. To better understand their choices, a preliminary look at the mobile vending issue through the example of a typical California high school student could be helpful.

Victor, a fifteen year old boy in a California high school, eats a healthy breakfast burrito served in his classroom. At lunch, the hungry teenager piles vegetables on his plate from the school salad bar. There is a good chance those greens, peppers and carrots come from a local farm or the school garden. At recess, Victor finds the vending machine area, where he buys whole grain crackers and 100% juice that meet state and local nutrition standards for vending machines and school stores.

Victor is the beneficiary of decades of increasingly rigorous school nutrition policy at the federal level, the latest of which is the 2010 Healthy, Hunger-Free Kids Act (HHFKA)ⁱ which goes further than any previous legislation in creating standards for, and monitoring of, the school food environment. In California, state legislation, especially Senate Bill (SB) 12 and SB 965, have also had an impact on Victor's well-being. SB 12 established nutrition standards for food sold anywhere on school campuses outside the school meal program. SB 965 eliminated the sale of soda and other sweetened beverages on high school campuses in California, starting July 1, 2009. Similar standards had already been established through SB 677 for elementary and middle schools effective on July 1, 2014.ⁱⁱ

As a result of federal and state legislation and the continued urgency of the childhood obesity epidemic,^{iii, iv} Victor's school has developed a wellness policy.^v Federal funds from the education arm of the Supplemental Nutrition Assistance Program (SNAP-Ed) and initiatives such as Communities Putting Prevention to Work (CPPW) and Community Transformation Grants (CTG) have helped to fund implementation. School wellness policies may limit access to unhealthy food, ensure there are healthy food options, and increase opportunities for physical activity. Through nutrition education in the classroom, Victor understands the benefits of the changes in the cafeteria and vending machines,



and, maybe, because he grew the carrots himself in his school garden, he will tell you how sweet they are. But outside the school at 3:00 p.m., Victor and his friends spot the mobile vending truck parked against the curb just beyond the ball field. In a heartbeat, super-sized sugary beverages and bags of potato chips are in hand, and fried pork rinds poke from backpacks.

The Role City Planning Can Play: Restricting Mobile Vending

In 2007, the American Planning Association (APA) produced a policy guide on city planners' role in community and regional food planning. The guide detailed reasons why local planners had been hesitant to become involved in food system planning and reasons why this attitude was changing. Hesitancy primarily resulted from the idea that food fell outside of planners' usual domains, coupled with a lack of understanding that there was a problem with the present system. Explanations for the new interest included the amount of urban and regional land consumed by food system activities, fossil fuel usage and pollution concerns, and equity, hunger and obesity issues that planners might have a part in solving.^{vi} In the same guide, APA identified policy recommendations that addressed the availability of unhealthy food in areas close to schools. One such policy specifically recommended exploring the feasibility of zoning changes to limit the development of fast food outlets within a specified radius of schools and other youth-centered facilities.^{vii}

In line with this recommendation, a 2009 guide produced by the US Conference of Mayors includes an action step to "adopt zoning regulations that limit the location of vending trucks near public properties such as schools, parks and recreational facilities."^{viii} The conference cited not only nutrition benefits derived from limiting children's exposure to minimally nutritious foods, but also the health and safety benefits derived from protecting children from vehicle exhaust and the potential for auto-related injuries.

The mayors' position aligns with a call to action for local governments articulated in a recent report on protecting children from harmful food marketing. Although the report's emphasis is a separate, albeit related issue, the message resonates here:

An important role of local government is to serve as a testing ground for new and promising public health initiatives. One of the special features of our constitutional system is that, to paraphrase Justice Louis Brandeis, our states and localities serves as laboratories of democracy, testing new social and economic experiments that can be studied, adapted, and honed to benefit other jurisdictions.^{ix}

As partners in anti-obesity efforts, California municipalities have taken up this call, creating policies to promote healthy eating for school-age children. Some have chosen to restrict mobile vending around schools. Others have put ordinances in place that enable vendors who sell only healthy food, such as uncut produce, salads or ready-to-eat fresh fruit, to operate near school grounds.

Many California cities have taken action to prevent mobile vendors selling unhealthy food near schools. A recent American Heart Association (AHA) policy brief lists a dozen cities that have enacted policies that prohibit mobile vendors operating within 500 to 1,500 feet

Overview of Novato

Novato is the northernmost city in Marin County, California, and is located approximately 29 miles north of San Francisco and 37 miles northwest of Oakland.

Marin County's population as of January 2012 is 256,069, and the median age is 40.3 years.

Novato's population is:

- 66% White
- 21% Hispanic
- 7% Asian
- 3% Black
- 3% all other

The City Council is made up of five members, elected at large, serving four-year terms. The Mayor is selected for a one-year term from among the members of the City Council.

"We want families to see, to feel what we're talking about. This is what we're taking out of their kids' diets."

~ Miguel Villarreal at the Tour de Novato



from school grounds.* The AHA, among other groups, puts mobile vending into the category of "competitive foods" that require regulation in the school food environment just as cafeteria meals do.^{xi, xii} However, because mobile vendors operate near, not on, school property, policy must be generated from local governing bodies rather than school districts. Getting ordinances in place usually involves a reciprocal education process among schools, the nonprofit sector, several public agencies and elected officials.

Community Supports Ban in Novato

In early 2012, the Novato City Council unanimously passed an ordinance to prohibit mobile vending 1,500 feet from all schools, public and private. From Miguel Villarreal's perspective, the policy that passed was the result of years of educating the community and policy makers and a good deal of patience and perseverance. Villarreal is the Director of Food and Nutrition Services and the Student Wellness Coordinator at Novato Unified School District (NUSD). A passionate advocate for health and for Novato students, he has worked in school nutrition for over 30 years and is exceptionally proud of the work NUSD has done to create a healthy food environment.

Villarreal connects the rise of vendors around the schools to the implementation of school nutrition reform. "It's a matter of supply and demand," he said. "When the food dynamic in schools changed, and the school sold only healthy food and beverages, the vendors came in to fill that vacuum." With the passage of SB 12 and SB 965 in 2007, the many trucks proliferating along school sidewalks could not be ignored. When school district staff went to the City Council, they were told that the vendors were licensed, which meant that the City of Novato had no current recourse. "So, we decided to spend time educating the city and the community why it was necessary to remove the vendors," Villarreal said.



A mobile vendor selling fresh fruits and vegetables, making it easy for parents to buy fresh produce on routes to and from school .

A partnership formed that included the County Department of Health and Human Services, other health-allied organizations, such as Kaiser Permanente, that had been working on substance abuse prevention, and a nonprofit, the Youth Leadership Institute, that trained youth how to engage and educate policy makers.

For close to five years, these advocates, including youth, garnered letters of support, made presentations at school and for community groups and the City Council, but the City felt its hands were tied with no resources to enforce the policy. Then, according to Villarreal, the tide changed in 2011 with a growing safety problem resulting from the glut of vending trucks. He recalls the police getting involved due to kids congregating around the trucks, vendors fighting for space and even paying students to hold space for them by parking their own cars in the morning and moving them when vendors came to claim their space during the lunch hour. It was then, Villarreal remembers, that the principals really stepped up, and the new Superintendent reached out to City officials. But he insists that all the years of advocacy and nutrition education paid off, and, though safety issues created enough of a sense of urgency to pass a law, the Council was informed and articulate about what this would mean for nutrition and student health.

Councilmember Madeline Kellner was Mayor in 2012, when the ordinance passed. Kellner remembers when the safety issue tipped the scales, and the work to see if an ordinance was feasible became a cross-sector effort involving the City Manager's office, the Police, Parks and Recreation, the District Superintendent and Food Services. She also remembers the impassioned youth who came to the City Council to plead their case early on. "They knew what they wanted," said Kellner, "but we had to back up and consider what we could actually do." She said that with budget realities including a 25% staff cut, the passion of advocates can seem like "one more rock to put in our backpack." Kellner added that the City is likely to back away when approached by those who already have the solution, but if all stakeholders can work on a solution that addresses their multiple perspectives—Kellner called this an interest-based approach—there's more likelihood of success. In the case of Novato's ordinance, the interests addressed were safety, nutrition, and the City's resources to enforce the law. Kellner thinks the solution to obesity has to be comprehensive with shared responsibility in every domain of the community, from individuals to schools to government, and it's imperative to build relationships across those domains. "It's always easier to work on change when relationships already exist," she said.

Lessons From Novato

- Advocates working with local governments could benefit from an interest-based approach: Replace the frame of "competing priorities" with "multiple interests and perspectives."
- Potential impact on multiple issues, especially issues that fall more clearly into the government domain, may justify expenditure of resources. Cross-sector collaboration and advocacy efforts help illuminate this impact.
- Build relationships all the time.
- Actively engage the community to build active constituencies.
- Stay in for the long haul.



Overview of San Jose

Located in Santa Clara County's Silicon Valley, the incorporated City of San Jose is about 50 miles from San Francisco. It is the largest city in northern California's nine-county Bay Area and the third largest in California. Close to a million people live in San Jose, a "young" city with a median age of 35.8 years.

San Jose's population is diverse:

- 33% Asian
- 33% Hispanic
- 27% White
- 3% African American
- and 4% other.

San Jose has 16 school districts and three unified school districts. Most schools are in residential neighborhoods.

The Novato ordinance met with some resistance soon after it was passed, with trucks appearing back at school curbsides, testing the waters. Villarreal said that this is where his belief in community engagement was affirmed. "Police initially gave lots of warnings and "issued tickets to those who violated the ordinance," he said, but it wasn't working. So we educated the community and asked them to call the police if they saw a truck near the schools." This neighborhood watch effort paid off. According to Councilwoman Kellner, the police chief confirms that the ordinance is working, and there are no mobile vending trucks operating near Novato schools.

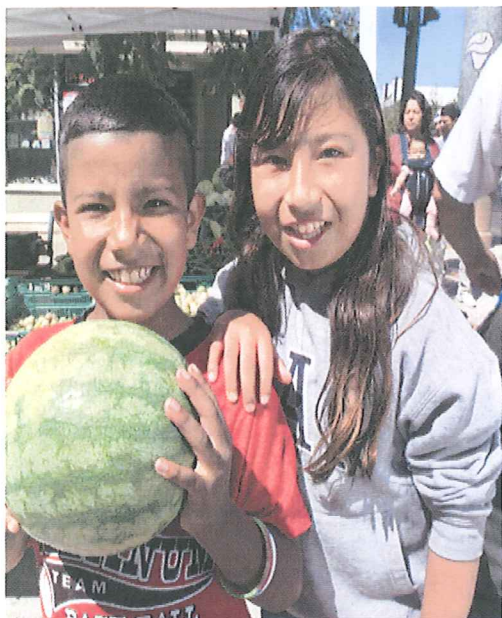
Instead of placing a ban on mobile vendors near schools, some communities are opting to put healthy vendors in place. This can be accomplished in a number of ways including: (1) regulating the types and numbers of mobile vendor licenses to promote increased licensing of healthy mobile vendors; and (2) restricting types of goods sold by mobile vendors, which incentivizes the sale of healthy food. An example of the first option is New York City's Green Cart initiative which created 1,000 additional city permits to operate in designated neighborhoods. This initiative increased the availability of fresh fruit and vegetables in neighborhoods where access is a challenge and there are high rates of diet-related disease. An example of the second option can be seen in Kansas City, where mobile food vendors in public parks receive a 50% discount on annual permits fees if their food meets the City Health Department's nutritional standards.^{xiii}

City Council Enables Green Carts in San Jose

On May 14, 2013, the San Jose City Council passed an ordinance^{xiv} to allow mobile vending of uncut fruits and vegetables in public meeting areas, such as schools, churches and parks, in residential neighborhoods. This ordinance, based on the New York City Green Cart model,^{xv} operationalizes the City's expressed desire to create "vibrant neighborhoods." A four-year update process that included community input resulted in the "Envision San Jose 2040 General Plan" includes the goal of ensuring healthy food access at the neighborhood level and identifies a strategy to work with the Santa Clara Public Health Department and the non-profit health sector to attract healthful food retailers to low income neighborhoods and bring healthful food options near schools.^{xvi}

Historically, San Jose's zoning code did not allow vending of any kind in residential areas, and most schools are in these areas rather than in industrial or commercial centers. According to Andrew Crabtree, San Jose's Planning Division Manager, this ordinance will give the City the ability to increase access to fresh fruit and vegetables in school locations by updating zoning codes to reflect current community values, such as the desire to live in health promoting, mixed use, walkable neighborhoods. "Historically, there was a desire to keep commercial enterprises out of residential areas, but now we are reintroducing commercial activities into neighborhoods," Crabtree said. Most of these policies involve deregulation, but some, like keeping payday lending business out of residential areas, involve imposing regulations.

The San Jose ordinance does not address other kinds of mobile vending, which reflects a conscious decision on the part of planners to keep the effort manageable. The Health Trust, a local operating foundation (which conducts programs and advocacy work as well as grant-making) has been a major partner in Santa Clara County's policy efforts to



Produce carts act as a vehicle
to enable new behavior
allowing kids increased access
to fruits and vegetable.

increase access to healthy foods in low income neighborhoods. Through the Health Trust's Healthy Living Initiative and partially through funding from a Communities Putting Prevention to Work (CPPW) grant, the foundation provided technical assistance to help the San Jose City Council prioritize healthy food access from among General Plan strategies. Rachel Poplack is the Director of the Healthy Living Initiative. Rachel cautions practitioners to be realistic and targeted. "We didn't reach for fresh produce permits anywhere in residential districts," she said. "We identified specific public places within those areas." Andrew Crabtree agrees that this approach is one of the reasons for the ordinance's passage. "We made a decision early on to define the scope in a manageable way, focusing only on smaller vendors who would sell only uncut produce," he said. This eliminated potential enforcement issues around health code requirements that would accompany regulation of other kinds of carts selling prepared food.

Poplack said that while the schools themselves were not partners in planning efforts, they are key to successful implementation. First, schools are a major access point for children and families. Poplack sees the produce carts as a vehicle to enable new behavior, making it easy for parents to buy fresh produce on routes to and from school. Making the Electronic Benefit Transfer (EBT) payment method available will make the choice even easier for families receiving CalFresh benefits. Second, parents have expressed an interest in becoming produce vendors to supplement family income, which demonstrates their buy-in to the new vending policy. Nutrition practitioners know that parental buy-in is critical to successful healthy food campaigns aimed at children and youth. Third, nonprofit organizations located on and near school sites have been involved and will continue to be so during implementation. They can provide community education and help create host sites that welcome produce vendors to school areas, as well as other community places such as transit hubs, clinics, YMCA's and parks. Nonprofit organizations will also work with the Health Trust on an entrepreneurial program to train vendors on the ordinance, ensuring they understand where and when to vend and what permits are required. Training materials will include a version of the ordinance that has been translated into lay language and, courtesy of San Jose State University's Department of Urban and Regional Planning, visual representations of ordinance language in a series of user-friendly maps.

Lessons From San Jose

- A clear commitment to health-promoting practices in the General Plan is most often the first step to policy development. Community engagement during this process is crucial. What the community wants will move efforts forward.
- Advocacy efforts should include finding commonalities among councilmembers. For example, members in underserved communities are interested in equity and will want to increase access to healthy food, while other councilmembers may want to remove barriers to economic development, new business, and regulations in general. An "enabling" ordinance meets both these interests.
- Learn from what's been done. Technical assistance and support can provide model strategies and ordinances. The Health Trust brought in Karp Industries, which conducted the feasibility study for New York, to do the same for Healthy Mobile Vending in Santa Clara County.
- Be realistic and targeted in your efforts.
- Stay in for the long haul.

- i. **Healthy Hunger Free Kids Act summary, National Alliance for Nutrition and Activity, Center for Science in the Public Interest**
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- v. **Center for Science in the Public Interest, Model School Wellness Policies**
<http://www.schoolwellnesspolicies.org>
- vi. **Policy Guide on Community and Regional Food Planning, American Planning Association**
<http://www.planning.org/policy/guides/adopted/food.htm>
- vii. **Ibid**
- viii. **Mayors' Guide to Fighting Child Obesity**
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http://www.publichealthadvocacy.org/PDFs/school_food_stan_pdfs/Nutrition%20Standards%20Report%20-%20Final.pdf
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- xiv. **San Jose City Council Meeting, 5/14/13 p. 7.**
<https://ca-sanjose.civicplus.com/DocumentCenter/View/15897>
- xv. **New York City Green Carts FAQ**
http://www.nyc.gov/html/doh/downloads/pdf/cdp/green_carts_faq.pdf
- xvi. **Envision San Jose 2040**
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Additional References

Banning Junk Vendors Around Schools

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Mobile Vending Near Schools Policy Statement, June 2012.

http://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_446658.pdf

Promoting Healthy Vending Around Schools

Change Lab Solutions

<http://changelabsolutions.org/childhood-obesity>

June M. Tester, Stephanie A. Stevens, Irene H. Yen, and Barbara L. Laraia. An Analysis of Public Health Policy and Legal Issues Relevant to Mobile Food Vending. American Journal of Public Health: November 2010, Vol. 100, No. 11, pp. 2038-2046.doi: 10.2105/AJPH.2009.185892

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A Center of the
Public Health Institute



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Mobile Vending:
Opportunities
for Collaborative
Solutions to Building
Healthy Communities.
Sacramento, CA:
Public Health Institute

By way of introduction, my name is Jim Britt, co-owner of Nello's Market and Deli and the Bank of Fort Bragg building located next to the Guest House Museum.

As a merchant located at the corner of North Main Street and Elm Street in Fort Bragg, I request that the Community Development Committee not recommend the modification of the existing regulations and/or eliminate them in their entirety. It is difficult enough in this economy in Fort Bragg to make a living and support local jobs. As merchants, we have paid for our locations and pay property taxes, business licenses, utilities and other fees which help support this community. We do not wish to see another slap in the face by our governing boards.

I submit the following:

The community of Mendocino does not permit such vendors, both out of respect for the merchants and for the esthetics of their community. We should consider the same.

Food trucks or other vending carts at Glass Beach or the Pudding Creek Trestle and parking areas north of town would greatly impact those areas and add to litter and noise. Also impacted would be Pomo Bluffs park. This problem becomes compounded when the trail is expanded south and will adversely affect business on the south side of Fort Bragg. Placing vendors at or near our beaches, parks and other open areas, would greatly contribute to litter and waste, the cost of which would be borne by the citizens of Fort Bragg. It is unlikely that the vendors will police their own trash.

The businesses in Fort Bragg would be greatly impacted by this. What little money the city would raise in permit fees would be lost in sales tax revenue. A vendor outside of Fort Bragg would be unlikely to correctly report sales tax revenues attributable to those sales conducted in Fort Bragg. Also, local merchants would lose sales to such vendors, who may spend their earnings elsewhere, while we tend to spend our dollars locally when we can. Further, such vendors are notorious for working out of open cash boxes so record keeping is haphazard or non-existent.

The Mendocino County Environmental Health Department does not work on weekends, when most of these vendors would be present. This could present a substantial health hazard to the public. Vendors are required to have a licensed commissary where they prepare their foods. Where are these located and how can the City of Fort Bragg protect the public or insure that these vendors are in compliance when they live outside our area?

Would we find such vendors at our local sporting events, taking sales away from the legitimate organizations that support our school programs?

In closing, I am not opposed to vendors during street fairs, farmers markets' and other public events, when consideration is given to the local merchants first and these vendors are in compliance with "all" regulations.

Sincerely,

Jim Britt, Merchant and Citizen for Fort Bragg

Community Development Department

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City of Fort Bragg California

MOBILE VENDING What do you think?

Come to the next Community Development Committee meeting and give Committee Members Scott Deitz and Michael Cimolino your ideas and suggestions for changes to an existing regulation regarding mobile vending. The CDC meets:

Tuesday, May 26, 2015 @ 3:00 PM at Town Hall

<http://ca-fortbragg.civicplus.com/DocumentCenter/View/4606>

Like · Comment · Share · Edit · May 15

Crystal Prairie, Jenny Oates, Julie McHenry and 5 others like this.



Janet Robinson TACO'S FOR EVERYONE!!! IN AVALON PARK THEY HAD EVERY FRI NIGHT -FOOD VENDING TRUCKS PARKED ALL THE WAY AROUND THE TOWN PARK! IT WAS GREAT!

Like · Reply · May 17 at 10:27am



Judy Tubbs Valadao The Jewett family used to have one of these and it was a hit.

Like · Reply · 1 · May 22 at 7:49am



Julie McHenry I think it is a wonderful idea !

Like · Reply · May 22 at 9:01am



Sarita Colberg Great idea

Like · Reply · May 22 at 9:48am



Eric Dwyer I would suggest if council would be willing to test a limited program with only offering a set amount of permits per year, say 12 -20 or something with a 1 year time frame to be forced renewal yearly in order to better determine any impacts this may or may not have upon local brick and mortar restaurants as well as overall compliance and proper oversight. I would think making special zones specifically near the new walking path or in the harbor and laurel street near the city hall would be very good thoughts. 200 feet limitation to established business locations sounds to be a reasonable protected space zone. I would also say 12 hour parking time frame as per no overnight parking unless within such special zoned area's and or festivals and the like as to not have to move the truck on a weekend festival exclusion to the rules. This I think would be a good frame work to debate and further conversation about. We had a long robust debate about this topic on the wellness page a while ago about this topic but this was a basic general debate with no real code changes or additions debated. The overwhelming general public comment was in favor of allowing this type of business venture in Fort Bragg. FYI

Like · Reply · 1 · May 22 at 4:31pm



City of Fort Bragg California Thank you for your suggestions, Eric Dwyer. We hope members of the community will come to the meeting on Tuesday and give the Committee Members their input. If you can't make it on May 26, I will pass your comments along to the Community Development Committee. - June Lemos, Community Development Department

Like · Reply · 1 · Commented on by Fortbragg Cityof · May 22 at 4:44pm

1 Reply

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