# FRESH CARTS SILICON VALLEY
Community Assessment & Mapping

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EXECUTIVE SUMMARY

As part of The Health Trust of Silicon Valley's mission, the Fresh Carts Silicon Valley Program aims to expand access to fresh produce in San José by encouraging the mobile vending of fresh produce.

After translating the complex Municipal Code into more user-friendly, "plain" language, our Team developed an online mapping application to help guide vendors to potential vending locations.

In addition to the online mapping application, the Team also developed step-by-step instructions for using the online mapping application (with illustrative examples) and a "handy guide" to the Municipal Code's requirements for the mobile vending of fresh produce. The Team also conducted several community assessments to determine the opportunities and challenges to implementing the Fresh Carts Program in San José.

On December 4, 2013, the online mapping application was demonstrated to a diverse group of stakeholders in San José City Hall. Through interactive activities and frank discussions with stakeholders, the lessons learned were that (1) the Ordinance limits the potential for successful mobile vending of fresh produce, and (2) continued policy development is necessary. However, attendees agreed that this project was a critical first step for enhancing the accessibility to fresh fruits and vegetables within the City of San José.

Figure 1. "Fresh Cart" in Action (Source: Health Trust of Silicon Valley)

What is the Fresh Carts Silicon Valley Program?

As a part of The Health Trust of Silicon Valley's mission to "make Silicon Valley the healthiest region in America,"[1] the objective of the Fresh Carts Silicon Valley Program is to increase the accessibility of fresh produce within the City of San José.

By encouraging and training community members to sell fresh produce from pushcarts located within their neighborhoods, the Health Trust of Silicon Valley aims to simultaneously enhance the economic and physical health of San José neighborhoods.

Why is this Program Relevant?

Poor accessibility to healthy foods has become a chronic problem within the United States, particularly within urban areas. Many cities, including San José, have areas known as "food deserts"; this term describes areas that are devoid of grocery stores that sell fresh produce or an area whose grocery stores cannot be accessed without a car, causing residents to shop at local "corner stores" that often lack fresh, healthy foods.

Due to an inability to obtain healthier foodstuffs, people often instead purchase and consume pre-processed foods or fast foods. Increasingly, public health issues such as obesity have been linked to food deserts and poor inaccessibility to fresh foods.[2]

In order to directly address the needs of residents living in food deserts, many cities are embarking on innovative policy changes. Given the linkages between public health and residents' accessibility to healthy, inexpensive foodstuffs, proposed policies frequently aim to directly increase the availability and supply of healthy foodstuffs available to residents with the intent to providing residents with alternatives to the unhealthy, pre-processed foodstuffs commonly available at convenience stores and fast food restaurants.

The Fresh Carts Silicon Valley project is the direct result of such a policy change. After the passing of a new Ordinance, the San José Municipal Code was amended to allow for the vending of fresh produce from mobile units on privately owned parcels. This directly led to the development of the Fresh Carts Silicon Valley program, which will hopefully have an effect on the accessibility of residents to fresh produce and the overall level of public health within the City of San José.

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1. The Health Trust, "Overview," http://www.healthtrust.org/about/index_a.php (accessed November 19, 2013).
2. Rebecca Flournoy, "Healthy Food, Healthy Communities: Promising Strategies to Improve Access to Fresh, Healthy Food and Transform Communities," 2011.

Legend

Supermarket Access Map Service

Supermarkets

Supermarkets included in analysis

Ⓢ T = Supermarket, included

People

People in Poverty with Low Access

· 1 - 4 people

• 5 - 10

● 11 - 50

● 51 - 100

● 101 - 1468

Access

Supermarkets within 1 Mile Walk

▉ 11 or more supermarkets

▉ 3 to 10 supermarkets

▉ 2 supermarkets

▉ 1 supermarket

Supermarkets within 10 Minute Drive

▢ 2 or more supermarkets

▢ 1 supermarket

▉ No supermarkets with 1 mile walk

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Figure 2. Map showing supermarket accessibility in San José. (Source: ArcGISonline.com)

What Lies Ahead?

This report details the planning, design, and development of an online mapping application that shows mobile unit vendors of fresh produce specific, parcel-level information for potential vending locations. While the mapping application was the Team's ultimate deliverable, a great deal of work had to be completed before the mapping application could be developed.

This report is divided into several sections, each of whom details a specific set of completed tasks.

This report first details the inspiration and origination of this project. This is then followed with an detailed overview of the project final product's planning, design, and development, "how-to" descriptions of how to use the mapping application, a summary of the Team's presentation to various stakeholders, possible

opportunities and threats for this project, and recommendations as this project moves forward.

Each chapter within this report has been assigned a distinct color and is represented by a specific type of produce. These way-finding elements can be found in various locations on each page.

What Inspired the Development of the Fresh Carts Program?

Food Deserts in San Jose

As has been observed, many areas within the City of San José can be considered to be food deserts due to their lack of readily available, healthy food options. Aware of the problems posed by food deserts within San José, the Health Trust of Silicon Valley decided to directly challenge the unhealthy status quo and initiated an innovative project designed to enhance the availability of fresh produce within San José's food deserts.

Having been inspired by a similar program in New York City, "Green Carts," the Health Trust of Silicon Valley developed a preliminary plan for what became the Fresh Carts Silicon Valley project. Given that this plan was based on the modification of the San José Municipal Code's requirements pertaining to mobile unit vending, a policy change was required to initiative this project. Fortuitously, this policy was able to gather a great deal of attention and support from City staff, which allowed for the successful passing of this proposed policy by a unanimous vote from the San José City Council.

As a direct result of this policy change, it is now permissible for mobile unit vendors only selling fresh produce to vend from privately-owned parcels without having to go through the standard permitting and approval processes required for mobile vendors. This reduces the potential costs for vendors, helping to encourage potential vendors while increasing the accessibility of fresh produce.

NYC "Green Carts" Initiative

As mentioned earlier, the Fresh Carts Silicon Valley project is directly descended from an existing policy designed to directly enhance the public's accessibility to fresh produce.

The New York City Public Health Department and New York City Council established an ordinance permitting a new class of mobile food vendors, known as "Green Carts", to operate with less stringent regulatory requirements than other types of mobile food vendors. The goal of the Green Carts initiative was to increase the accessibility of fresh fruits and vegetables within the areas of New York City that most lacked healthy food options.

While "Green Carts" are typically as-signed to a certain neighborhood, they can "move freely within areas where the consumption of fruits and vegetables [is] the lowest; these are also neighborhoods where the prevalence of diet related dis-eases is high."[3]

New York City determined that the neigh-borhoods most in need of produce was based on the documented shortages of

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3. Leggat, Margaret, "Pushing Produce: The New York City Green Carts Initiative", Journal of Urban Health 89, no. 3 (2012)

supermarkets per capita in conjunction with the high frequency of corner stores primarily selling unhealthy processed foods.

A key concept of the "Green Carts" initiative is that vendors are independent and work to enrich themselves financially by selling fresh produce. This encourages vendors to place their carts in the most heavily trafficked (and thus profitable) locations within an area; if the majority of mobile unit vendors place their carts within a few areas, the overall accessibility of fresh produce is reduced. This "clustering" effect notwithstanding, the results of the "Green Carts" initiative are nonetheless quite promising, as the presence of "Green Carts" may have already enhanced the accessibility of fresh produce while providing residents with additional economic opportunities within their communities.

Findings of the Graphical Display Literature Review

A primary objective of our work for the Health Trust of Silicon Valley was to help translate the complex language of the San José Municipal Code into "plain language" easily understood by the reader. Towards this

Figure 3. New York City Green Cart vendor (Source: http://www.openideo.com/open/localfood/inspiration/nyc-green-carts-bringing-produce-to-food-deserts/)

objective, the Team examined various ways to clearly communicate complex concepts.

One method that can be used to present complex information in a simple manner is the use of maps and "infographics," that is, informational graphics. Whenever possible, infographics use images, flowcharts, or other graphical methods to convey information; text is simplified and kept to a minimum.

While the San José Municipal Code presents specific policy language pertaining

to the mobile vending of fresh produce, this policy language is presented in complex, highly technical language not easily understood by those outside of the planning profession.

In comparison, the use of maps and infographics to illustrate the San José Municipal Code's requirements for the mobile vending of fresh produce can be far more readily understood, helping to simply and effectively communicate complex policy language to potential vendors.

The Team was quite cognizant of the fact that the intent of this project was to provide future mobile unit vendors with a tool to show the where they could legally be located for vending fresh produce and that the quality of our finished product could have a direct effect on the livelihood of these vendors.

With this in mind, simplicity of use was made a key design parameter. This emphasis on graphical simplicity is clearly seen in our final product, which displays the information about whether a parcel can be vended on in either green (for permissible) or red (for prohibited) to minimize the potential for confusion.

Who is Involved?

To ensure that our final products would meet the needs of mobile unit vendors, the Team took the time to work with a number of subject matter experts and community leaders. Some of our Project's stakeholders are included below. To access the entire list and stakeholder report, please refer to Appendix A.

AnewAmerica Community Corporation:
The stated mission for the AnewAmerica Community Corporation is to "encourage long-term economic empowerment of new immigrants to the United States and to promote their participation in political, social, and cultural facets."

ChangeLab Solutions:
ChangeLab Solutions researches possible "best practices," develops tools, and works with communities to connect land use, economic development, and health.

City of San José, Department of Planning, Building, and Code Enforcement:
The Department of Planning, Building, and Code Enforcement has the responsibility for shaping the future development and growth of the City of San José. In addition, this Department has the responsibility for enforcing the San José Municipal Code's requirements pertaining to building and zoning codes on private property.

Councilmember Xavier Campos:
Councilmember Xavier Campos represents San José Council District 5 and has had a long and distinguished career spent working to better the conditions for the neighborhoods which he represents and conditions within the City of San José as a whole.

Deputy City Manager Norberto Dueñas:
Norberto Dueñas is the Deputy City Manager for the City of San José. In addition to serving in a key role within the City of San José's City Manager's Office, he was recently appointed to serve on the Neighborhood Services and Education Committee.

Grocery Stores in the Washington, Mayfair, and Five Wounds/Brookwood Terrace Neighborhoods:
The existing "corner stores" and small markets in the Washington, Mayfair, and Five Wounds / Brookwood Terrace Park neighborhoods of San José can be potential competitors to and/or customers for mobile unit vendors.

Health Trust:

A charitable foundation, The Health Trust was founded in 1996 from the sale of three local nonprofit hospitals. For more than fifteen years, the organization has been a catalyst in Silicon Valley for community partnerships that identify health issues and work together to find innovative solutions.

Hispanic Chamber Of Commerce Silicon Valley:

The mission of the Hispanic Chamber of Commerce Silicon Valley is to maximize Hispanic business and economic development of Silicon Valley by serving as an advocate and resource for its members, business owners, professionals, students, and the community in general by being the premier voice for Hispanic and minority businesses.

Karp Resources:

Karp Resources works with government, business, and non-profit organizations to plan, execute, and evaluate comprehensive food system strategies.

Sacred Heart Community Service:

Sacred Heart was founded in 1964 and promotes unity by bringing together people from all walks of life and organizations from all disciplines in the common cause of serving people in need and working toward the elimination of poverty in our community.

Residents in Areas of San José with Poor Accessibility to Healthy Foods:

Individuals currently living in areas with limited access to fresh produce have the most at stake and the most to gain from the success of the Fresh Carts Silicon Valley program.

San José Police Department:

The San José Police Department has the responsibility for maintaining law and order within the City of San José. One of the Department's responsibilities is ensuring and enforcing regulatory compliance within the public right-of-way.

What Did the Health Trust Envision?

In order to fully determine the project's scope and the deliverables desired by our client, the Team met with the Health Trust of Silicon Valley on 28 August and engaged in frank discussion regarding this project.

From this discussion, it became clear that our client desired two separate project deliverables from the Team:

(1) An online mapping application showing vendable parcels,

and

(2) A "Plain English" guide to the San José Municipal Code sections pertaining to the vending of fresh produce on private property by mobile unit vendors.

Online Mapping Application

The first deliverable desired by our client was an interactive, web-based Geographic Information Systems (GIS) map application that would provide mobile unit vendors with information about and the location of privately owned parcels that mobile unit vending of fresh produce was permissible on.

In addition to being easily accessible in a web-based format, the ability to print hard copy maps on demand was also deemed necessary by our client to best meet the needs of the vendors. In addition to the convenience of having a hard copy map available for mobile unit vendors, the ability to print maps would provide vendors without access to personal computers or smartphones the ability to benefit from the online mapping application and the vending location information provided by this application.

The final specifications for the online mapping application included:

- An easily usable application displaying the necessary information as simply as possible.
- A clear, easily understandable map showing permissible vending locations.
- Functionality on multiple platforms (computer, tablet, and smartphone).
- Functionality in multiple languages to maximize usability for vendors.
- Ability to print hard copy, paper maps for vendors lacking technological devices such as computers, tablets, or smartphones.

"Plain English" Zoning Guide

The second deliverable desired by our client was a "Plain English" guide to the San José Municipal Code sections regarding the vending of fresh produce on private property by mobile unit vendors (see Appendix B).

The intent of this guide was to provide an

easily understandable document providing mobile unit vendors with guidance about the requirements of the San José Municipal Code and where the mobile vending of fresh produce could legally occur on private property.

The final specifications for the "Plain English" Zoning Guide included:

- Clear, concise writing to provide pertinent information in the shortest document possible.
- The use of clearly understandable, plain language with a minimum of technical terms or planning "jargon."
- The use of infographics to visually display the needed information whenever possible.

How Did We Accomplish Their Vision?

Translating the Municipal Code

In order to successfully create both project deliverables, the Team first needed a thorough understanding of the San José Municipal Code's requirements for the vending of fresh produce by mobile unit vendors.

To obtain this information, Chapter 80 of the San José Municipal Code's Title 20, which contains the specific policy language for the mobile vending of fresh produce on private property, was thoroughly examined and interpreted by the Team. To ensure that a thorough review was performed, Chapter 54 of the San José Municipal Code's Title 6, which contains the specific policy language regarding mobile unit vending within the public right-of-way, was also examined.

The Team's analysis of the San José Municipal Code revealed a number of specific requirements for the mobile vending of fresh produce on private property, including:

- Only fresh fruits and vegetables can be sold by mobile unit vendors under the provisions of this Municipal Code section.
- Mobile vending of fresh produce is allowable on all but residentially used parcels; the mobile vending of fresh produce is allowable on residentially-zoned parcels with public or quasi-public uses such as library sites, community center sites and schools.

- Mobile vendors had to keep a minimum linear distance of 100 feet away from the nearest edge of any residentially used parcel while vending.
- Mobile vendors of fresh produce had a maximum vending time of 2 hours per day and vending was allowed for up to 4 hours per day per lot for when located on public or quasi-public properties such as schools or libraries within residentially zoned areas.
- A mobile vendor had to secure the notarized written permission of the property owner allowing vending on their property and make arrangements with the property owner regarding garbage disposal, vending area litter removal, and access to a restroom.
- A mobile vendor had to display their name and phone number, the name and phone number for the property owner of their vending location, and their City of San José business license number on their mobile unit.

After this thorough examination of the San José Municipal Code, it was discovered that the mapping application would be vital to the success of vendors of fresh produce on private property.

While the San José Municipal Code permitted the mobile vending of fresh produce on all but residentially-used
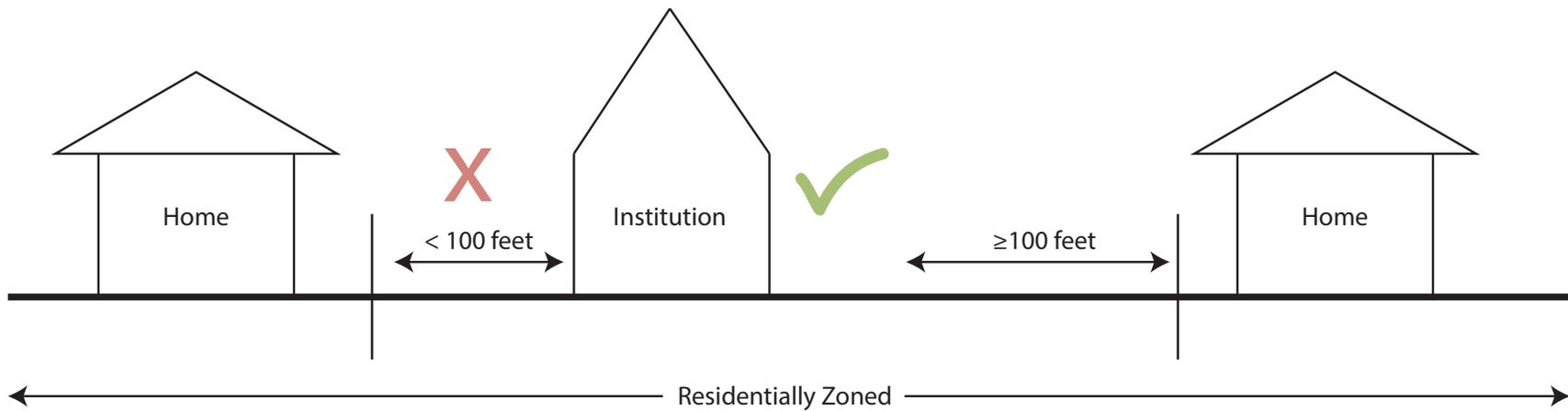
Figure 4. San Jose Municipal Code regulations for siting fresh carts relative to specific land uses

parcels, many neighborhoods (as per the City of San José's Zoning Maps) contained a mixture of residentially used parcels located immediately adjacent to commercial or industrial parcels.

Given the requirements for mobile vendors of fresh produce to remain at least 100 feet away from the nearest edge of a residentially-used parcel, the online mapping application would be able to provide vendors with information about feasible parcels for vending without requiring their physically examining a potential location, helping to reduce the difficulty of mobile unit vendors successfully finding locations to sell fresh produce.

Opportunities and Challenges from Community Assessments

To help determine potential locations for mobile unit vendors of fresh produce, the Team performed field observations in three

separate San José neighborhoods: Delmas Park, Mayfair, and Washington.

In addition to examining potential locations for the vending of fresh produce, detailed assessments of the neighborhoods were performed to examine the conditions of the neighborhood's buildings, transportation elements (such as roadways and side-walks) within the neighborhoods, potential major activity centers within these neighborhoods, and possible challenges that may be encountered by vendors.

Detailed imagery of these neighborhoods taken during the community assessments and maps containing the demographic information for these neighborhoods can be found in Appendix C.

After performing these community assessments, a number of challenges and opportunities facing potential vendors of fresh produce were discovered based on trends observed amongst all three neighborhoods.

Opportunities for the successful mobile unit vending of fresh produce included:

- Local markets did not sell fresh produce, providing a market niche that can be filled by mobile vendors and providing opportunities for mobile vendors to supply produce to local markets.

- Major neighborhood activity centers, such as schools and churches, provide opportunities for mobile vendors to sell fresh produce to local community residents.

- High levels of pedestrian and/or bicycle activity within the neighborhoods provide opportunities for mobile vendors to sell their produce.

- Multiple mobile unit vendors were observed within these neighborhoods, indicating that mobile vending was already successful and accepted within these neighborhoods.

- Future development within these neighborhoods (such as planned "transit villages") provide long-term growth prospects for mobile vendors by expanding their potential future customer base.

Challenges to the successful mobile unit vending of fresh produce included:

- Only a very limited number of privately-owned parcels presently allowed for the mobile unit vending of fresh produce as a result of the Municipal Code requirement that vendors remain at least 100 feet away from residentially-used parcels.

- The locations of privately-owned parcels where mobile unit vending was permissible were often located away from local thoroughfares and major activity centers, decreasing vendors' potential customer base and profitability.

- Elements of crime and blight within the neighborhoods may negatively affect vendors and/or discourage potential customers with corresponding effects on the success of vendors.

- While there will be challenges for the successful implementation of the mobile vending of fresh produce within these neighborhoods, there are nonetheless a number of opportunities that can be utilized by mobile unit vendors to successfully grow their businesses while benefiting their communities.

Putting It All Together

After gathering all the necessary information from the Team's analysis of the San José Municipal Code and our community assessments, the Team began developing the online mapping application.

By screening both the designated zoning districts and their existing land uses and comparing them to the requirements stated within the San José Municipal Code, we determined the locations where mobile vending was allowed (shown in green) and where mobile vending was prohibited (shown in red) within the studied neighborhoods.

These sites were added to the online mapping application for use by our client to the user.

The following graphic illustrates the process that we used to determine whether a privately-owned parcel could be used for the mobile vending of fresh produce.

Figure 5. Inputs and outputs of online mapping application

How Does the Online Mapping Application Work?

Our online mapping application was designed to be as simple as possible to learn and master.
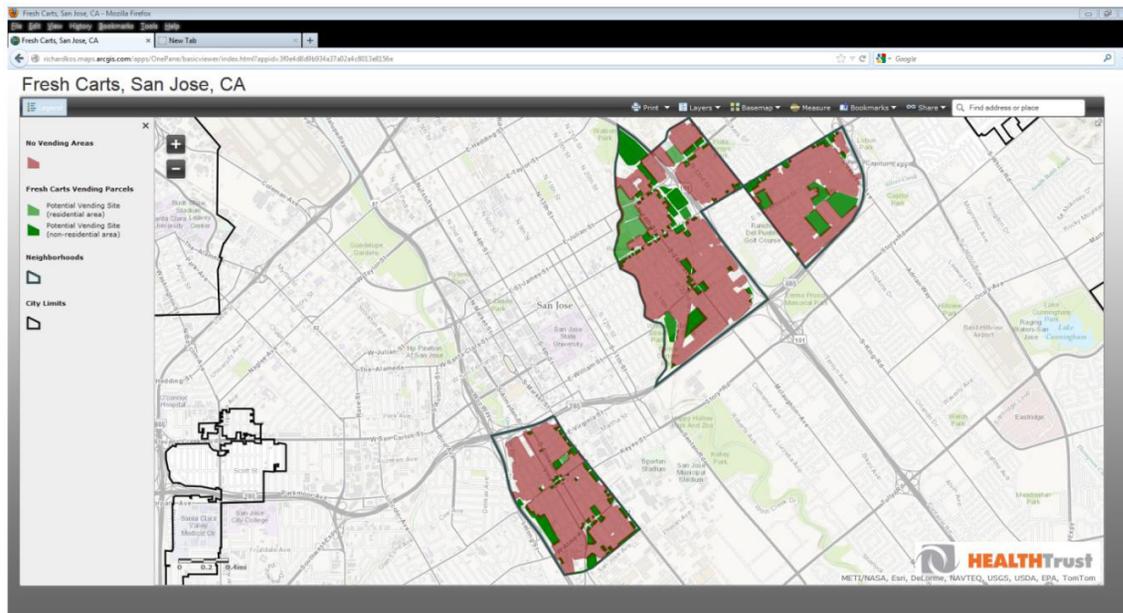
Figure 6. Overview of online mapping application

Towards that goal, the Team developed a web-based "Story Map" as a "job aid" to show vendors how to use the online mapping application in a clear, and concise manner. In addition, a "Data Dictionary" was created to describe the function and purpose of all the online mapping files (see Appendix D).

To store the active files, a geodatabase was created; this is stored on the San José State University's Department of Urban and Regional Planning Department servers.

The Team's online mapping application can be found at the following hyper-link: http://bit.ly/freshcartsmap.

This map application has been rigorously tested and will work from a computer, tablet, or smartphone. At this time, the mapping application only shows the vendable parcels in three specific neighborhoods of interest
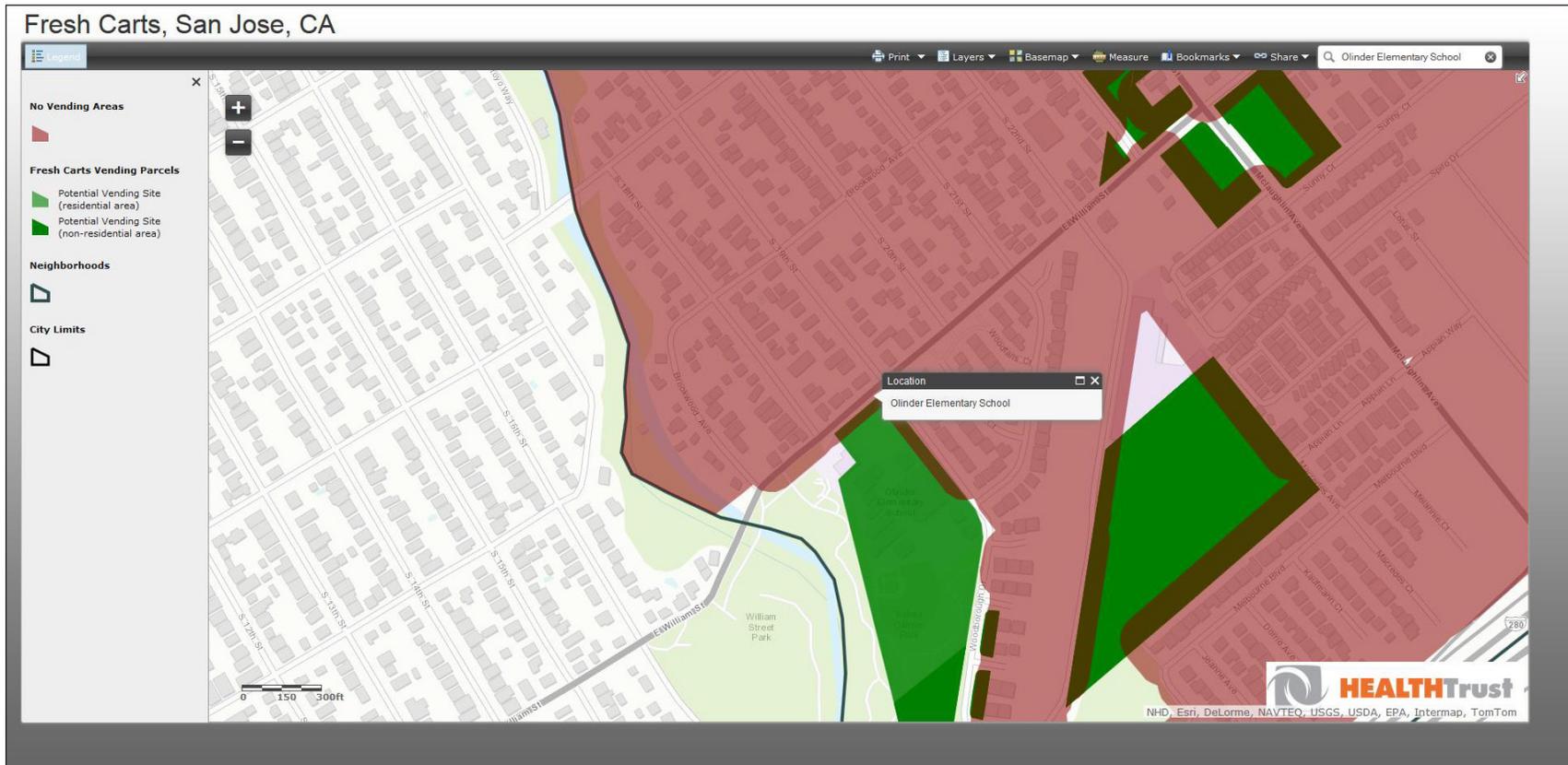
Figure 7. Overview of online mapping application showing location information

(Mayfair, Washington, and Five Wounds / Brookwood Terrace).

The map graphically outputs information on whether a parcel is a vendable location in three separate colors:

- Light Green, indicating a potential mobile vending location within a residential area.

- Dark Green, indicating a potential mobile vending location within a non-residential area.

- Red, indicating a location where mobile vending is not permitted.

If the user is interested in a specific location within these neighborhoods, they can use the search bar located at the top right of the map to search for the location name and/or an address. After the user inputs the name of the place of interest, the map will automatically zoom to the parcel corresponding to the location inputted by the user.
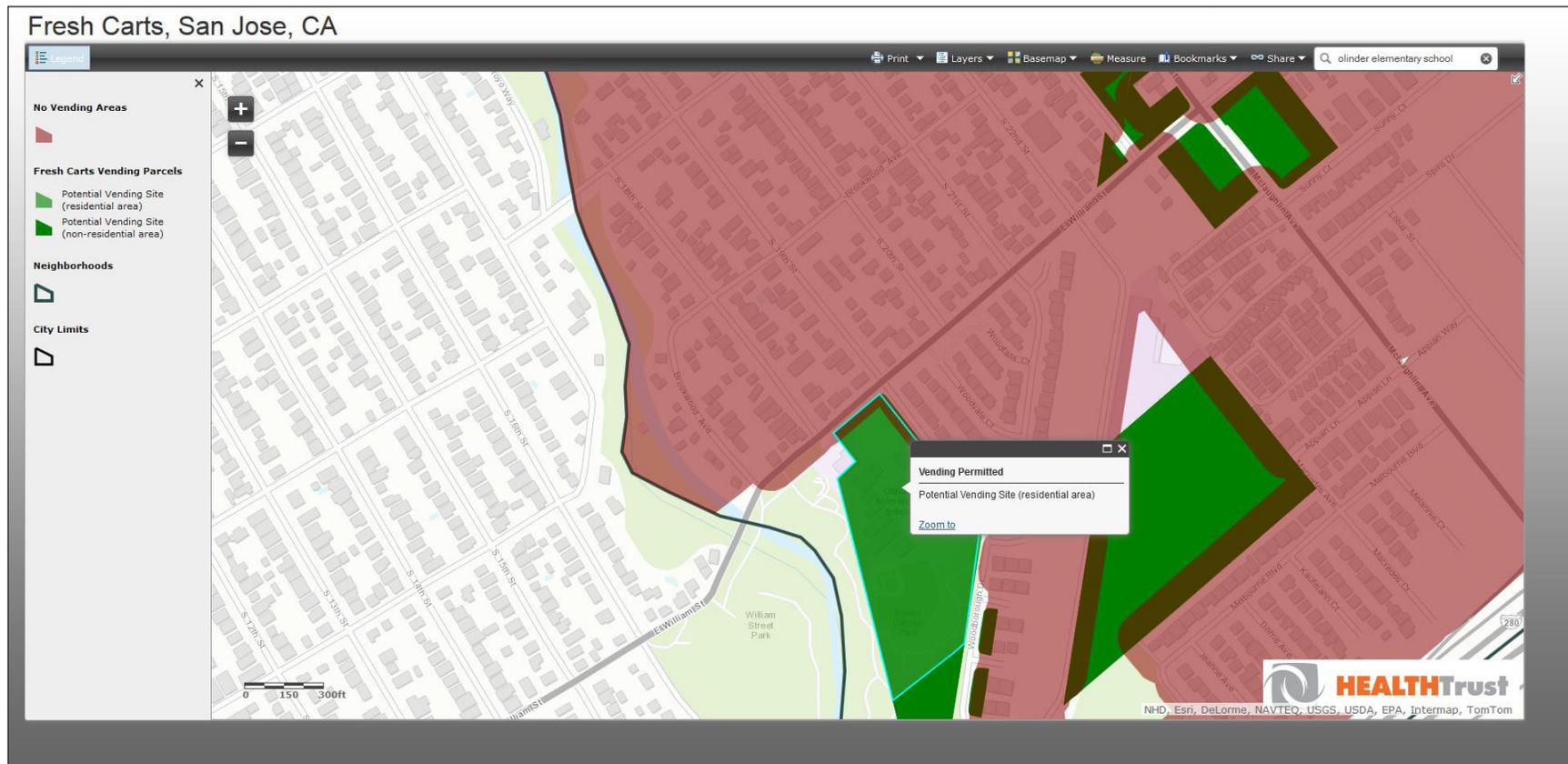
Figure 8. Final output from online mapping application

In the sample below, a search for "Olinder Elementary School" resulted in the online mapping application's centering on the geographic location and "zooming in" to that location. In addition, a "pop-up" window appears, confirming that Olinder Elementary School was the location selected.

The user can then click on the parcel to display the vending requirements for the Olinder Elementary School's parcel. Once the user clicks on the Olinder Elementary School parcel, another

"pop-up" window appears, providing the user with the information that mobile vending can occur on that parcel.

In addition to providing this information, "pop-up" windows will also provide a direct hyperlink to a detailed guide to mobile vending that will be hosted by the Health Trust of Silicon Valley.

How Does the "Plain English" Reference Guide Work?

The "Plain English" Reference Guide (Appendix B) is intended to serve as a quick reference for vendors about the San José Municipal Code's requirements for the mobile vending of fresh produce.

Within this Guide is a flowchart to determine whether a location permits the legal mobile vending of fresh produce. In addition to this information, some pertinent Municipal Code requirements regarding locating a mobile unit and the necessary permissions from a location's property owner are also included within this Guide.

This Guide is only intended to provide a quick reference for vendors. Detailed information about a specific parcel should be obtained from the online mapping application, and a Guide to the operational aspects of mobile vending is currently being developed by the Health Trust of Silicon Valley.

Presentation Preparations

Preparations for the Project's Stakeholder Presentation began early in November, 2013. The Team worked closely with staff from the City of San José City Manager's Office to secure the necessary facilities for the presentation and ensured that all logistical needs were met in advance.

Early during the development of the presentation, the Team decided that instead of giving guests a traditional, one-way presentation, the Team would provide stakeholders with an interactive experience providing attendees the opportunity to directly use the mapping application.

The use of an interactive presentation method also provided attendees the opportunity to explore two additional software tools that served key roles during the development process: Esri's ArcGIS.com®-based "Story Map" and Community Analyst® applications.

To ensure the best possible experience for

Figure 9. Presentation of online mapping to stakeholders.

presentation attendees, the Team ensured that all demonstration equipment was tested and that students experienced in the use of these applications were on-hand to provide technical assistance to presentation attendees.

Presentation

The mapping application was demonstrated to a diverse group of stake-

holders on Wednesday, December 4, 2013 in the San José City Hall's City Manager's Office Boardroom.

Over twenty guests were present; stakeholders in attendance included Councilmembers Xavier Campos, Kansen Chu, and Ash Kalra; representatives of the Health Trust Silicon Valley, Anew America, and Sacred Heart; City of San José Staff; and local neighborhood association leaders from neighborhoods where the Team performed their community assessments.

Presentation attendees were greeted by hosts, were handed a program, and were asked to take a strip of paper with a San José street address from a salad bowl; these addresses were provided as a part of the interactive, "hands-on" element of the presentation. To connect the presentation to the Fresh Carts Silicon Valley program's

Figure 10. Stakeholders engaged in demonstration of online mapping application
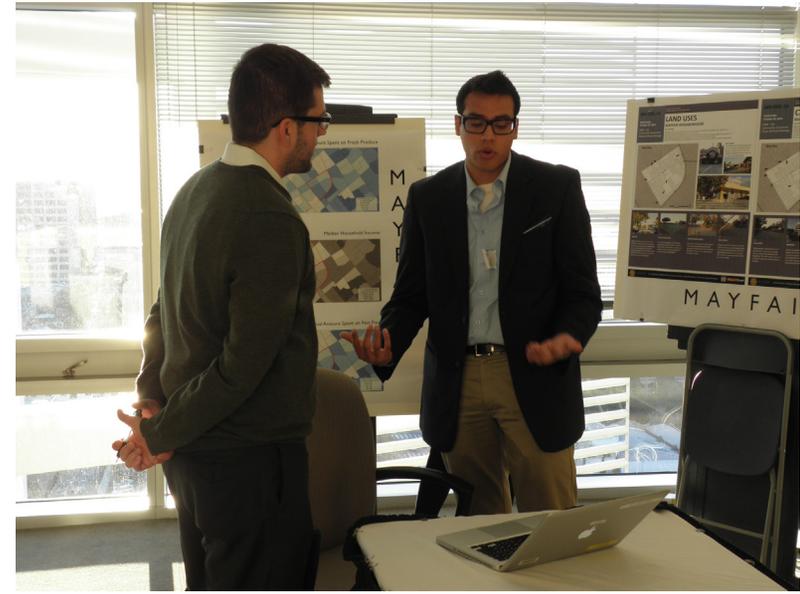
Figure 11. Stakeholders learning about the Washington and Mayfair neighborhoods

greater goal of enhancing accessibility to fresh produce, the strips of paper were green, providing attendees with the image of a green salad.

Following an introduction and a description of the Team's objectives by Project Managers Hilary Nixon and Richard Kos, Team members presented presentation attendees with information about the development of and functionality of the mapping application.

This was followed by the interactive portion of the presentation, which provided attendees the opportunity to test our mapping application and directly interact with Team members.

To demonstrate the functionality of the mapping application on multiple platforms, demonstration equipment consisted of multiple laptop computers (Apple and PC), an Apple iPad®, and a smartphone with the Android® operating system. Team members encouraged attendees to test the mapping application by inputting the street address provided to attendees upon their arrival.

Attendees were also provided with graphical information about the Washington and Mayfair neighborhoods. The graphical information provided by the Team included one "photo-montage" representative of the neighborhood and a poster with multiple maps (generated by Esri's Community Analyst®) providing detailed demographic information on each neighborhood; a laptop computer pre-loaded with the "Story Map" for each neighborhood was also located at these stations.

To ensure that any potential questions from attendees could be answered, Team members that had performed the detailed community assessments of these neighborhoods were stationed near these information stations.

How Did the Audience Respond?

The Team's emphasis on providing an atmosphere allowing for frank, open
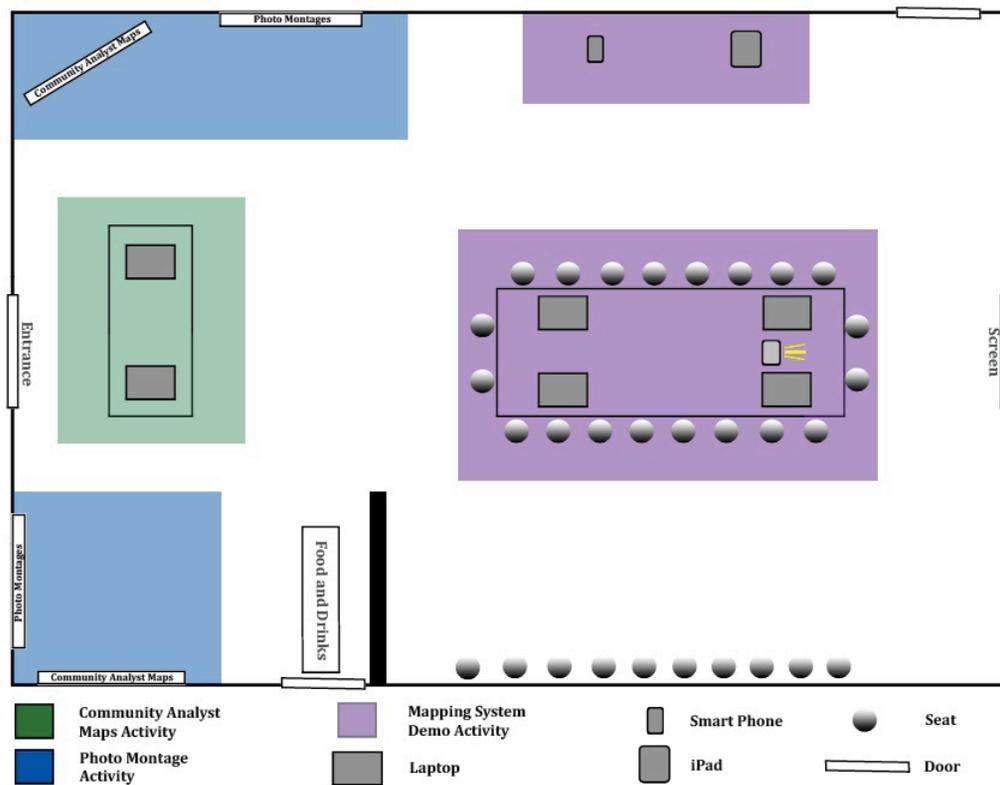
Figure 12. Presentation Activity Map

discussion helped encourage attendees to provide their feedback and commentary about both the Team's online mapping application and the San José Municipal Code sections pertaining to the mobile vending of fresh produce.

Questions posed by the audience (with the Team's answers below) included:

Audience's Question: Will the online mapping application support updates (including changes to the Municipal Code and additional parcels)?

Team's Response: Moving forward, the Health Trust of Silicon Valley will host the online mapping application with support from the San José State University Department of Urban and Regional Planning and will be able to update the map based on any future changes made to the San José Municipal Code.

Audience's Question: Is the mapping application set up to know what land use each parcel supports?

Team's Response: If the user turns off the red and green layers on the map, they will be able to view aerial imagery of the parcel and see the parcel's current land use.

Audience's Question: Can the online mapping application be set up to track vendors via Global Positioning System (GPS)

to allow them to find themselves in real-time on the map to make sure that they are within a "green" area?

Audience's Question: Can the mapping application be a way to advertise a vendor's whereabouts to potential customers?

Team's Response: The online mapping application is not currently setup to support those features, but they can be implemented in the future.

Audience's Question: Is it possible to make the online mapping application bilingual?

Team's Response: Yes, the map will eventually be translated into Spanish and likely Vietnamese with translation assistance provided by City of San José staff.

Audience's Question: Can the user see why the parcel is red based on the Ordinance?

Team's Response: Currently, the red parcels on the map are residentially-used or less than 100 feet away from a residential parcel, making them unsuitable for mobile vending. In the future, there will be more detail provided in the "pop-up" windows

Figure 13. Open discussion and feedback from project stakeholders.

on the map about why the parcels are displayed in red or green.

One common observation made by presentation attendees was that the "red" areas on the map, indicating a parcel where the mobile vending of fresh produce was prohibited, far outnumbered the "green" areas where vendors could legally vend.

This astute observation indicated a great

deal of concern by stakeholders regarding the viability of this project and of the San José Municipal Code's requirements themselves.

One topic of discussion involved the existing Municipal Code requirement that the vendors remain 200 feet away from one another while vending, which Councilmember Campos recognized as something that can and should be changed to allow vendors to be next to each other while vending if necessary.

Similarly, Councilmembers Campos and Kalra discussed the possibility of extending the existing two-hour per day per location time limit that a vendor could remain on quasi-public spaces such as schools to four hours per day per location.

Jenny Nusbaum, Senior Planner with the City of San José's Department of Planning,

Building, and Code Enforcement, discussed the necessity of successfully engaging residents concerned about possible increases in trash and noise resulting from mobile vending to correct any misperception about the vendors' intent.

Her opinion was that vendors will be most successful if they directly outreach with their neighbors to encourage a positive relationship between vendors and the neighborhoods where they will vend.

A representative of the Alma Neighborhood Association spoke about the need to proactively reach out to the "right people" within the neighborhoods who will support the initiative, because economically disadvantaged communities desperately need this program to improve their health. They also expressed their concerns that the existing zoning ordinance needs to change to make this program successful.

Ultimately, presentation attendees agreed that this project was a step in the right direction for enhancing the accessibility to fresh fruits and vegetables within the City of San José, but that a great deal of work was still necessary to help ensure the success of mobile vendors of fresh produce.

Observations

A number of observations were made by the Team during this project.

- As written, the San José Municipal Code's requirements for the mobile vending of fresh produce functionally exclude most areas of the City of San José, limiting the potential for the successful, legal mobile vending of fresh produce within the City of San José.

- Legal vending locations are often in locations away from major thorough-fares, potentially reducing vendor profitability and placing mobile unit vendors at a disadvantage against mobile vendors operating illegally.

- The Municipal Code language often proved ambiguous and difficult to interpret, which may lead to differing interpretations of Municipal Code requirements in the future and inconsistent regulatory enforcement.

- The existing policy language confers no advantage for mobile vendors of fresh produce within the public right-of-way.

- Some Municipal Code requirements for mobile unit vendors seemed excessively onerous and may be inconsistent with similar requirements for fixed-base businesses.

- Enforcement of existing Municipal Code requirements for current mobile vendors is next to nil; vendors complying with the Municipal Code's requirements will functionally be penalized for complying with often onerous Municipal Code requirements.

- Project stakeholders are quite supportive of this policy's intent but are quite concerned about the policy language as stands due to its constraints on mobile vendors.

- Some community stakeholders are already skeptical about the potential success of this policy due to the existing requirements imposed on mobile vendors of fresh produce.

Recommended Future Steps

The recommendations proposed by the Team fall within two categories.

Proposed Policy Recommendations

- Exploring the feasibility of amending Title 20.80.820 of the San José Municipal Code to provide mobile vendors of fresh produce with additional potential vending locations.

- Exploring the feasibility of amending Title 6.54 of the San José Municipal Code to provide similar, advantageous policy language for mobile vending of fresh produce within the public right-of-way as exists for the mobile vending of fresh produce on private property.

- Exploring the feasibility of increasing City of San José Department of Planning, Building, and Code Enforcement staffing allocations to increase levels of enforcement to help curtail illicit mobile vending.

- Continuing to engage project stake-holders to ensure their continued support for the mobile vending of fresh produce within the City of San José.

- Performing extensive community outreach to sensitize community members to the "Fresh Carts"

concept, address their concerns, and gather information about desired vending locations.

Mapping Application Recommendations

- Implement the full functionality of the product for the entire City of San José by incorporating additional datasets and other relevant information into the product.

- Enhance the reliability and functionality of the product through extensive "beta" testing involving potential vendors.

- Explore the feasibility of implementing additional features proposed by project stakeholders (such as Global Positioning System location functionality).

Contact Information

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THE FRESH CARTS
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San José State University's Urban and Regional Planning 201 (URBP-201) Community Assessment course provides Master of Urban Planning candidates the opportunity to apply their academic knowledge to real-world planning problems. Our Team possesses a collective knowledge and experience base of community based work earned through planning internships, academic research and other professional experiences.

Team members have worked with a number of public, private, and non-profit organizations including the City of San José, the Santa Clara Valley Transportation Authority (VTA), DC&E Planning Center, Greenbelt Alliance, and Transform.

We invite you to review some of our past projects at:
http://www.sjsu.edu/urbanplanning/communityplanning/index.html

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GLOSSARY

Administrative Permit:
A permit used for the use of land on small projects given by the Planning Director without a public hearing

Commercial Zoning District (CG):
This is a land use designation that allows for all commercial and retail uses ranging from small local stores to regionally-serving commercial centers. Presently, this land use designation emphasizes automobile-friendly land uses and development.

Combined Industrial/Commercial Zoning District (CIC):
This is a land use designation allowing for any types of commercial and retail uses ranging from local markets to "box" stores. This land use designation also allows for some small-scale industrial uses such as industrial parks.

Commercial Zoning Neighborhood District (CN):
This is a land use designation encompassing neighborhood and commercial centers such as commercial "corners" and multi-tenant developments near main streets and arterials.

Commercial Office Zoning District (CO):
This is a land use designation allowing for low-intensity office developments that can be located in, near, or between neighborhoods and commercial areas.

Commercial Pedestrian Zoning District (CP):
This is a commercial land use designation designed for pedestrian-friendly uses in proximity to residential neighborhoods.

Downtown Primary Commercial Zoning District (DC):
This is a land use designation allows only commercial developments, multi-family developments, or "mixed-use" developments incorporating elements of both commercial and multi-family development.

Downtown Neighborhood Transition 1 Zoning District (DC-NT1):
A lower- intensity land-use designation with similar allowable land uses as the Downtown Primary Zoning District (DC).

Fixed-Base Host:
Any use that has been accepted by a permit within buildings and structures located on the same parcel or lot that share parking, sanitary facilities, and trash disposal. Allowable activities include vending facilities and certified farmers markets.

Food Desert:
Regions devoid of full-service grocery stores than can be reached without a car. Increasingly, public health problems such as obesity have been linked to food deserts.

"Fresh Carts" Silicon Valley:
An initiative led by the Health Trust of Silicon Valley, which aims to expand access to fresh produce in food deserts within the City of San José. In collaboration with the City of San José, the Health Trust has already helped simplify San José's mobile vending laws for vendors who wish to only sell fresh and uncut fruits and vegetables.

Institutional Uses:
This is a land use designation that includes the following land uses: schools, libraries, community centers, and religious establishments.

Heavy Industrial Zoning District (HI):
This is a land use designation for land uses that can cause hazardous or disturbing effects to surrounding properties.

Infographics:
Infographics refers to "informational graphics", which display information in a graphical format.

Light Industrial Zoning District (LI):
This is a land use designation allowing many industrial uses.

Main Street Commercial Zoning District (MS-C):
This is a land use designation for a pedestrian-friendly area with commercial uses or a mixture of commercial and residential uses

Main Street Ground-Floor Commercial (MS-G):
This is a land use designation for a pedestrian-friendly area primarily allowing for commercial uses on the ground floor and residential uses above, or a mixture of the two land uses.

New York City Green Carts:
The Green Carts initiative's aim is to get more fresh fruits and vegetables into the areas of greatest need throughout New York City. These carts are assigned to a certain neighborhood and move around communities where the consumption of fresh produce is low and diet-related illnesses are high.

Outdoor Vending Facility:
These vending facilities typically display, market, sell or give away anything that has value. Outdoor vending facilities typically include the following: equipment, apparatus, trailer, vehicle, cart, or any related equipment.

Public Right of Way:
The publically owned path or area that a person or vehicle has the right to travel across on, inclusive of the sidewalk, curb and gutter, and the actual roadway traveled by vehicles.

San José Municipal Code (SJMC):
The San José Municipal Code contains the regulations of the City of San José passed by the City Council in various Ordinances.

Special Use Permit (SUP):
A Special Use Permit allows people or businesses to use land at a moderate level of intensity if compatible with the surrounding land uses. This permit is issued by the Planning Director after a public hearing.

Transit Employment Center Zoning District (TEC):
This is a land use designation intended for industrial-park and commercial uses. These developments are usually at least four stories in height, but must be consistent with the General Plan's height restriction policies and Growth Area policies.

Urban and Regional Planning 201 (URBP-201) - Community Assessment:
Urban and Regional Planning 201 is a "studio workshop" class where SJSU Master of Urban Planning candidates perform hands-on work on planning projects involving local communities. Projects completed by URBP-201 students explore challenges facing these communities and provide solutions for communities to address and overcome these challenges.

Zoning Ordinance:
A zoning ordinance specifically defines what kind of land uses are allowed within a City for a specific land use designation or within a certain geographic location.

APPENDIX A
STAKEHOLDER REPORT

FRESH CARTS SILICON VALLEY INITIATIVE:
2013 Stakeholder Report

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Silicon Valley Fresh Carts Initiative is a new program being implemented in the City of San Jose. The program will allow vendors to sell fresh produce to neighborhoods within the city that have limited access to fresh fruits and vegetables. Urban Planning Graduate students at San Jose State University were asked by the client, HealthTrust, to help with initial steps of this program including the creation of an online map for vendors to use as well as a zoning guide for the vendors to know where they can place their carts. The Stakeholder Team is one of three teams in Phase 2A. The other two teams, the Mapping Team and the Policy Analysis Team, have separate deliverables and tasks. This report is meant to outline the Stakeholder Team's findings, summarize wishes the selected stakeholders conveyed about the program, and present this information to the other teams.

The Stakeholder Team was responsible for 1) submitting the initial IRB materials in order to interview human subjects, 2) the identification of stakeholders for the Silicon Valley Fresh Carts Initiative, and 3) contacting and conducting informational interviews with the chosen stakeholders. Our deliverables include a stakeholder database, a stakeholder team report, and a summary presentation to be delivered in class on October 2, 2013.

This report includes the methods we used to identify, categorize, contact, formulate interview questions, conduct and capture the interviews, and what trends and themes we gleaned from the interviews as a whole. Although many of the ideas from the stakeholders are outside the scope of what our class is capable of, we believe the ideas should still be noted and passed onto other stakeholders involved in the other aspects of the Fresh Carts program.

There were many similarities between the feedback we got from the entire group of stakeholders. The community leaders from the project areas were understandably concerned as to the impact of the program would have on their neighborhoods. The City Manager and Planning Departments both saw the Initiative as an opportunity to improve the city's access to healthy food and had different takes on what the program needs to succeed while the partnering organizations had a much more operational standpoint for their suggestions and concerns.

The overall conclusion from the stakeholder interviews is that this program, if implemented well, will greatly help the residents and the city's goal of increasing access to healthy food. All of the stakeholders we interviewed wish success for the Initiative and gave us their time in the spirit of helping the program and its vendors achieve lasting success.

INTRODUCTION

"Who's who?" and "How can they help?" are the primary questions this report seeks to answer about the Fresh Carts Silicon Valley Initiative. Prepared by the Stakeholder Analysis team in the Urban and Regional Planning Community Assessment studio course (URBP 201, Fall 2013), this document provides knowledgeable support for the remaining project teams (mapping and policy) and recommendations for their deliverables. The Stakeholder team set out to identify stakeholders involved in the Initiative, build key relationships along the way, and document informational interviews with partnering organizations, City of San Jose (CSJ) staff and decision makers, and community leaders in project areas.

Stakeholder Report Overview

This report first describes how workload was distributed by forming subtasks. Descriptions of how stakeholders were identified, categorized, and stored in a database are then provided. Next, we identify the stakeholders in a set of visuals. The following two sections give summaries and an analysis of trends found from the informational interviews. Finally, the report offers stakeholder recommendations relevant to the mapping and policy analyses teams and a list of stakeholders who should be invited to the December 4th presentation. Appendices placed in the end of this report include a database of stakeholder information (Appendix A), an animation and video illustrating each stakeholder and their role (Appendix B), narrative and consent forms for the Human Subjects Institutional Review Board (Appendices C and D), questions asked asked during informational interviews (Appendix E) and raw interviewer notes from the informational interviews (Appendix F).

WORK DISTRIBUTION

For all three meetings, the Stakeholder Analysis team set agendas, recorded minutes, and developed action items. New facilitators and transcribers were assigned for every meeting to maximize the educational experience and ensure team success. After careful deliberations members broke up into the following sub-teams: Report Team in charge of the content and design of this final report; Stakeholder Database Team responsible for researching and compiling all stakeholder information such as names, contacts, and biographies; Animation Team accountable for producing a report cover page and a stakeholder visual depicting all key participants in the Initiative; Stakeholder Interview Team responsible for creating a set of essential questions to be asked of interviewees; and Presentation Team tasked with the creating the visuals and structure of the October 2nd presentation to the project managers. Additionally, one team member was designated as a Team Liaison to the Map and Policy Analyses teams. Each team member was in charge of interviewing two stakeholders, with the exception of one member interviewing three (See Appendix A). Each individual was also on two or more sub-teams.

Stakeholder Sub-Teams

- **Report**: Tracy Minicucci and Kenneth Rosales
- **Stakeholder Database**: Maria Javier and Joel Manning
- **Animation**: Maria Javier and Joel Manning
- **Stakeholder Interview**: Tracy Minicucci, Kenneth Rosales, and Lola Torney
- **Presentation**: Joel Manning and Lola Torney
- **Liaison**: Lola Torney

STAKEHOLDER IDENTIFICATION AND DATABASE

Project stakeholders were identified in four primary ways: 1) Presentation and discussion with Rachel Poplack of the HealthTrust on August 27, 2013; 2) RFP Response reports developed by student teams during Phase 2A; 3) In-class stakeholder hierarchy brainstorming session on September 18, 2013; and 4) Recommendations from our team's interviewee. From these, the Stakeholder Database master list was created as a spreadsheet (See Appendix A) and 19 stakeholders were categorized as Primary or Secondary. The composition of these two categories was confirmed through team discussion, taking into account the four methods mentioned above and espe cially power dynamics at play among stakeholders.

Essential contact information for each stakeholder was included in the master list, while brief biographies were included on a separate tab within the spreadsheet. The finalized Stakeholder Database spreadsheet was shared with Phase 2A Team Liaisons for the purpose of coordinating all class project activities.

STAKEHOLDER ANIMATION

Through brainstorming ways to accurately and creatively display stakeholder hierarchy and interrelationships, the Animation Team arrived at the concept of using a house on a street, within a neighborhood, fully integrated into the San Jose community (See Appendix B). To sufficiently visualize all the stakeholders included in the Stakeholder Database it was agreed that not a single static image or chart but several would be needed. A series of images or a brief Graphics Interchange Format (GIF) animated image were initially considered but ultimately a short animation using a series of images with accompanying audio was selected as the most effective format. iMovie was chosen as the most effective tool for bringing the visualization together.

Animation Production Process

After the interrelationships were storyboarded, Maria set to work obtaining photos which would represent stakeholders in the animation. Photoshop was used to render graphic still frames, which were then used in iMovie. Audio for stakeholder voiceovers was recorded using a smartphone with all team members participating by creating and speaking their own character scripts being. Recorded audio was then edited and enhanced by Joel using Cool Edit Pro music editing software. Additional sounds and music were obtained from public Internet sources and free software sound banks. Audio was ultimately matched in iMovie by Maria where the still frames were brought to life and the animation completed. The resulting animation was exported for presentation purposes as a QuickTime .mov file.

S TAKEHOLDER INTERVIEW SUMMARIES

An IRB and Protocol Narrative was completed and submitted with the help of Project Manager Hilary Nixon before receiving permission to conduct informational interviews (Appendix C and D). Contact was established with stakeholders through an initial email introduction about the Initiative and a request to be interviewed. The follow-up email mentioned the attachment of the required IRB Consent Form for their review.

A list of interview questions was created for our team's interviews with the Initiative's key stakeholders (See Appendix E). The five partnering organizations interviewed included Anew America Community Corporation, ChangeLab Solutions, Karp Resources, and Sacred Heart Community Service. We interviewed two CSJ staff and decision makers, they include the San Jose Deputy City Manager Norberto Dueñas as well as Jenny Nusbaum, the Senior Planner in the Planning, Building And Code Enforcement department. The neighborhood organizations interviewed were the Alma Neighborhood Association (ANA), Delmas Park Neighborhood Association (DPNA), and Somos Mayfair Neighborhood Association (SMNA). The raw interview notes for each stakeholder are included at the end of this report (See Appendix F).

Summary Categorization

Interview responses were organized into the following five categories. These categories were determined by the responses that were fielded during interviews (See Appendix F):

1. Stakeholder involvement in the Fresh Carts Silicon Valley Initiative
2. Suggestions to include in map and zoning guides
3. Challenges and opportunities for the initiative, stakeholders and vendors
4. More possible stakeholders to include
5. Other concerns or comments

Alma Neighborhood Association:
Debbie Morillo and Rosa Pereida 9/25/2013
Interviewed by Kenneth Rosales

1) <u>Stakeholder Involvement</u>   Debbie Morillo and Rosa Per-eida are "transitioning-out" leaders of the Alma Neighborhood Association (ANA). Respectively, these two "members-at-large" were the former Treasurer and Secretary. Prior to being contacted for an interview, Morillo and Pereida had never heard of the Fresh Carts program, but generally agree that easily accessible, fresh produce will have a positive impact in their neighborhood since the area is economically disadvantaged, unhealthy, and primarily composed of liquor stores and undermanaged mini-markets where nutritious and fresh food is absent.

2) Mapping/Zoning Guide Suggestions   Morillo and Pereida thought that the online map is generally a great idea, but believe it is not adequate for the Alma neighborhood because it suffers from a "digital divide"; most Alma residents do not own a computer or a smartphone and cannot speak/read English. Therefore, physical maps need to be delivered to them through either, 1) door-to-door distribution, or 2) a mailed letter written in Spanish. In case a resident cannot read, visuals are extremely important; pictures of cart vendors with fruits and vegetables need to be clearly expressed.

Morillo and Pereida suggest that the times and dates the vendors can sell produce according to the ordinance would be helpful. Further, they recommend the maps should include visuals of fruits vegetables, carts, and people so vendors can easily recognize they are looking at the correct map and in case vendors are not highly literate. All recommendations for the zoning guide were similar to that for the map, except that Morillo and Pereida think that vendors should take advantage of street corners and empty lots for high visibility.

3) Challenges/Opportunities For the Initiative
The phrase "economically disadvantaged" was used to describe the Alma neighborhood more than 10 times during our interview. Morillo and Pereida described Alma as being a predominantly Spanish-speaking community of individuals who usually work two or more physically-demanding jobs and pay an average of $2,500 per month in rent with three to four families per home. Coming home tired from work, Alma residents do not have the time (let alone the money) to garden

"Mainly concened with vendor protocol, Morillo and Pereida also suggested that vendors undergo cultural training and have Spanish language competency language competency."

nor shop for groceries. When time permits, they may shop for cheap produce at the San Jose flea market. The closest markets currently in the Alma neighborhood are under-utilized since the produce is not fresh and have cockroach problems. Additionally, Alma suffers from a variety of social ills such as drugs, alcoholism, prostitution, homelessness, litter, diabetes, obesity, and heart disease.

4)   Other Suggested Stakeholders   Morillo and Pereida recommend that the class get in touch with Ed Rast, the new ANA President, conduct an interview with him, and invite ANA and the greater Washington neighborhood (i.e., Tamien, Goodyear-Mastic, and Alma neighborhoods) to the December 4th presentation.

5)   Additional Comments or Concerns
Regarding the presentation, Morillo and Pereida would not like the idea of it being translated live while residents whether headsets because they feel it may isolate some residents. Instead, they think it would be better to have three separate presentations in English, Spanish, and Vietnamese. Morillo and Pereida would like to attend the presentation but recommend it be held later in the evening, preferably after 4pm.

Mainly concerned with vendor protocol, Morillo and Pereida also suggested that vendors undergo cultural training and have Spanish language competency. They also wish the vendors could be able to have push carts like "paleteros" (people who sell popsicles) and "tortilleros" (people who sell tortillas) since Alma residents are usually tired from work.

They also wish the vendors could be able to have pushcarts like "paleteros" (people who sell popsicles) and "tortilleros" (people who sell tortillas) since Alma residents are usually tired from work.

Morillo and Pereida felt since many Alma residents are not educated enough to prepare dishes with fruits and vegetables, there is a need to create an cook pamphlet/mini cookbook. If there is no guide created, then workshops should be held. Finally, the recommended that one flyer should be sent out for opening day with promotional cheap pricing and another for regular day pricing with time, dates, and locations they will be available.

AnewAmerica Community Corporation:
Robert Lattimore and Priscilla Jang, 9/23/2013
Interviewed by Tracy Minicucci

1) Stakeholder Involvement   Anew America (Anew) is a Bay Area non-profit that provides entrepreneurial training, micro business development, and encourages economic stability for families through asset building and financial literacy.

Robert Lattimore is Chief Operating Officer at Anew America and Priscilla Jang is Client Manager for San Jose. Anew's role is to provide technical training to Sacred Heart, assistance and training for Somos Mayfair and Sacred Heart in recruiting potential vendors, and entrepreneurial training to vendors. The entrepreneurial training involves teaching "financial literacy", "marketing, promotion, sales and management", and "writing a business plan."

Anew has been involved for well over a year with the Initiative and hosted a focus group with Karp and their own clients who own micro businesses last December. Through this focus group Anew has already identified over 20 potential vendors.

2) Mapping/Zoning Guide Suggestions   Mr. Lattimore suggested that the map include supermarkets, corner stores and other retail food stores. Stores that "sell things like cigarettes and alcohol," he suggested may have a mutually beneficial relationship with Fresh Cart vendors. Ms. Jang mentioned day care centers, community centers and hot spots for certain types of crime.

3) Challenges/Opportunities For the initiative   The opportunities Lattimore and Jang saw for Anew are the possibility of expansion of programs like the Initiative throughout the Bay Area and capacity building for their vision and efforts as a non-profit. order

For vendors, Lattimore saw this program as "asset building" and as "sustainable income" for families. The opportunity here is for families more than for vendors. He said he "would substitute, almost, the word 'vendor' for 'family'." Jang mentioned expanding the program to the rest of Santa Clara County as an opportunity.

Challenges Lattimore and Jang saw for the Initiative are what Lattimore calls "classic [issues of] sustainability of supply [and] sustainability of pricing," and keeping the momentum after the initial "buzz" of the Initiative dies down. He also cited "skills-knowledge transfer" between all the various supporting agencies and staff as a possible challenge.

4) Other Suggested Stakeholders   Lattimore and Jang suggested we invite some of their clients who participated in the focus group with Karp Resources last December to our presentation.

5) Additional Comments or Concerns   Mr. Lattimore
cautioned that the map avoid "becoming burdensome" with too many "point and clicks." He said it should prioritize "feature and function." He asked if our map would be easily viewed on smartphones; Anew had conducted an informal survey with their own clients to measure how many of them have cell phones and they found that 80% of clients had cellphones and 60% of those clients had smartphones.

They expressed interest in seeing versions of the map as we are working on it and were interested in our timeline and presentation in December.

ChangeLab Solutions
Heather Wooten and Sonya Rifkin 9/23/2013
Interviewed by Tracy Minicucci

1) Stakeholder Involvement
Heather Wooten is Senior Planner at ChangeLab Solutions and Sonya Rifkin is her research assistant on the Initiative. ChangeLab Solutions is a grantee of the Health Trust.

For the vendors the opportunity is mainly "to legalize a business model that hopefully can promote a win-win opportunity for small business development for vendors as well as healthy food access for communities in a way that is culturally relevant."

-Heather Wooten

ChangeLab Solutions is a non-profit that uses policy and law to improve the health of communities on a national level. They support the Initiative with technical policy assistance and research. They conducted research on best practices with fresh fruit and vegetable vending in other cities, which shaped the San Jose Fresh Carts vendor policy. ChangeLab Solutions is also providing a guide to interpreting the new San Jose fresh food vending code into a user-friendly FAQ sheet for vendors and community members. Ms. Wooten shared the most current draft of the FAQ with our class with the understanding that she retains editorial control of the document.

2)   Mapping/Zoning Guide Suggestions
Wooten supported the idea that the map should include locations of produce wholesalers and places to store carts, in addition to the relevant zoning. Ms. Rifkin suggested a diagram of a corner showing how exactly vendors could legally situate themselves "relative to driveways and crosswalks." Wooten and Rifkin both wondered about parks and whether or not the City is considering letting vendors locate in parks.

3)   Challenges/Opportunities For the Initiative   Wooten saw the opportunities for ChangeLab as indirect; they can learn from what happens after this program is operable and apply that to future work with mobile fresh food vending.

One challenge Wooten saw for the Initiative was "support for the vendors…so that they have access to training and support

with developing their business model, sourcing produce, and getting the carts themselves." After the program has been running for a while she expects the challenges "will reduce in size."

4) Other Suggested Stakeholders   Ms. Wooten suggested getting input from a vendor's point of view because there will be things that our teams may not think of that affect mobile vending.

5) Additional Comments or Concerns   One question Wooten had was whether our class was preparing any "materials for vendors to give out to other existing vendors that explains the program." She thought that providing the code or rules would lend legitimacy to the vendors and might "help them avoid confrontation." She stressed the need for "workforce development" and marketing as key factors in the future success of the Initiative.

City of San Jose Office of the City Manager:
Norberto Dueñas 9/23/2013
Interviewed by Lola Torney

1) Stakeholder Involvement   Norberto Dueñas is the Deputy City Manager for the City of San Jose. His office oversees the Neighborhood Services and Education Committee where some

2) Mapping/Zoning Guide Suggestions   Mr. Dueñas would like to see the landmarks or any important neighborhood features on the maps so that the vendors can understand the neighborhoods they will be selling produce to. For the zoning guide, he would like to see a diagram of a produce cart showing what it could potentially look like when it is set up.

3) Challenges/Opportunities For the Initiative   Mr. Dueñas sees more opportunities than challenges for the Initiative, but wants to emphasize that the best way to prevent any issues after implementation is to make the program as strong as possible before it is officially launched. He stressed the point that this program will help San Jose achieve its healthy food access goals by coming up with non-traditional approaches to providing access to healthy foods. Dueñas also sees the Initiative as a way to provide more connections between the city and residents in hopes that community members will begin to think about how they can get involved. He hopes that the Initiative will provide partnerships between the vendors and the "Brick and Mortar" store owners and envisions vendors being able to sell fruits and vegetables to the customers of the stores that do not already sell them. In this way store owners can attract customers by having produce available on site and vendors can be assured they have a safe and consistent place to vend.

4) Other Suggested Stakeholders   Mr. Dueñas recommends that teams speak to a potential vendor when creating our deliverables to ensure what we present is helpful. As the head of the Neighborhoods Commission, he can recommend persons and organizations who would be interested in attending our December 4th presentation.

City of San Jose Planning, Building, and Code Enforcement:

Jenny Nusbaum 9/18/2013
Interviewed by Maria Javier

1) <u>Stakeholder Involvement</u>   Jenny Nusbaum is the Senior Planner for the City of San Jose assigned to updating the City's zoning code. Upon discussing the Initiative, Ms. Nusbaum believes that the opportunities lie in the access to and awareness of the importance of healthful food, small business opportunities, and an improved local economy as a result of streamlining the vending process. On the other hand, Nusbaum identified a number of anticipated challenges including guidance, code enforcement, and creating enough demand for local vendors to stay in operation. To address these challenges, Ms. Nusbaum suggests having local organizations assist small businesses by providing advice and illustrative guidance for identifying target markets and maintaining compliance with governmental regulations.

2) <u>Mapping/Zoning Guide Suggestions</u>
Nusbaum made a few suggestions relevant for both the map and the zoning guide. First, she recommends including websites and other contact information for relevant City and County agencies within the map. Second, Ms. Nusbaum emphasized a focus on more densely developed parts of the city, avoiding areas well served by venues that already provide fresh produce. Thirdly, she suggested including only those sites that can provide a Fixed-Base Host with access to sanitary facilities with restrooms.

As a solution, she [Ms. Nusbaum] recommends that the vendors actively display documentation/ certification for compliance with governmental regulations as well as their own contact information.

3) <u>Challenges/Opportunities For the Initiative</u>   Ms. Nusbaum expressed concern that "brick-and-mortar" food markets may see the program as competition and residential neighbors may perceive the carts as noisy, lacking in operational safety , and/or lacking in products quality. As a solution, she recommends that the vendors actively display documentation/certification for compliance with governmental regulations as well as their own contact information.

Delmas Park

Phil Hood, 9/21/13
Interviewed by Kenneth Rosales

1. <u>Stakeholder Involvement</u>   Phil Hood is the current President of the Delmas Park Neighborhood Association. Although he is deeply involved with his community, he did not become aware of the Initiative until Kenneth provided a Health Trust press release to him about it. Overall, Mr.Hood believes that the Initiative "could improve" Delmas Park.

2. <u>Mapping/Zoning Guide Suggestions</u>   Hood recommends the online maps be accessible through smart phones, but also be available as physical maps in case vendors cannot afford the technology. Hood thinks that the Fresh Carts should be "smart" with the ability to communicate location by having a beacon installed in every cart. As for the zoning guides, Mr. Hood believes the vendors can act as a "'concierge for city services" by having direct phone numbers to "city problem-solving departments."

Moreover, Hood thinks this idea could be taken a step further if the vendors had a phone specifically directed to key city contacts.

3. Challenges/Opportunities For the Initiative   Mr. Hood feels the Initiative is an opportunity for partnerships with existing local vendors, businesses, and programs. He recommends the vendors sell their produce along side with tamale and taco trucks, or other local merchants. Further, he would like the vendors to hold farmer's markets with the local mini markets in Delmas Park and possibly collaborate with Garden2Table and high school programs. Mr. Hood also recommends that the vendors look into the social networking site "Nextdoor.com" which many neighbors use to connect to other neighbors. It is a great way for the vendors to notify neighborhood residents where they are located and for how long.

Mr. Hood would like to participate in the Initiative. He said his neighborhood association can facilitate introductions to Delmas Park residents and distribute flyers door to door.

4. Other Suggested Stakeholder   Phil Hood imagines that connecting with food activist groups such as Silicon Valley Food Systems Alliance or slow food activists would be ideal.

5. Additional Comments or Concerns   Mr. Hood would like the vendors to have "a guide to harvesting vegetables in the neighborhood" by working with Garden2Table. Lastly, Hood thinks it would be a good idea for the vendors to have a loyalty card to attract customers to their business.

Karp Resources:
Emily Sandusky, 9/25/2013
Interviewed by Joel Manning

1) Stakeholder Involvement   Karp Resources, which helped pioneer mobile produce vending in New York City through the Green Carts Initiative, was first approached by the Health Trust as part of that organization's effort to explore the possibility of implementing a similar program in the San Jose area. Karp Resources was subsequently asked to help write the Request For Proposal as well as do the initial feasibility study. As such, Karp Resources is very familiar with the programmatic structure of the initiative and is currently working with both Anew America and Sacred Heart on vendor training related to the purchasing, vending, and merchandising of produce.

2) Mapping/Zoning Guide Suggestions   Regarding both the map tool and training pamphlet, which are being developed, Ms. Sandusky echoed many of the concerns voiced by our class. For the map, eligible vending locations must be clearly displayed. Second, prime locations should also be indicated and be based on high foot traffic and whether or not they are locations "where people congregate."

Lastly, the hours and regulations specific to each eligible location should be clearly available from the map. In addition to these, Ms. Sandusky indicated that it may be advantageous to identify cart storage locations as well as food-selling stores. The pamphlet, as was stated by other stakeholders as well, must be very visual and of maximum clarity regarding restrictions in each zone. For the map and pamphlet, including easily located contact information for those who have questions should also be a priority.

3) <u>Challenges/Opportunities for the Initiative</u>   As a representative of an organization with over five years of experience working on urban mobile produce vending, Ms. Sandusky provided tremendous insight into the potential benefits and challenges for customers, vendors, and program administrators of the Initiative. For customers, Ms. Sandusky explained that the largest benefit experienced will be instantly having more options for purchasing produce.

Vendors meanwhile will benefit from the flexibility of being their own boss and being able to earn their livelihood as an entrepreneur, all while having a great support system behind them. Those organizations administering the program will enjoy having a new outreach strategy to engage with and help their communities.

Areas of potential difficulty for vendors include the inherent risk and up-front investment that will be required on their part. Additionally, in order to have successful business vendors will need to take the Initiative to both understand the regulations around vending and "cultivate positive relationships" with residents, businesses, and police in their vending areas. Ms. Sandusky explained how the administrators of the program will take on many of the same risks as vendors, but with the added challenge of needing to deal proactively with local businesses that do not like the new competition from vendors. As for the customer, Ms. Sandusky described how there will be those in the community who are worried about public safety and accessibility, with concerns of carts obstructing sidewalks, blocking driveways, and conflicting with vehicle traffic. These challenges will need to be effectively addressed by program administrators and vendors alike in order for the program to succeed.

4) <u>Other Suggested Stakeholders</u>   In addition to the stakeholders we have already reached out to, Ms. Sandusky recommended contacting the Hispanic Chamber Of Commerce and possibly any relevant, local business owners associations, although the latter would be of lower priority.

Sacred Heart Community Service:
Christian Luna and Deidre Savino, 9/27/2013
Interviewed by Joel Manning

1) <u>Stakeholder Involvement</u>   Two representatives from Sacred Heart Community Service (SHCS) corresponded with Joel Manning through email to provide our team with insight into their organization's role in the Fresh Carts Initiative along with suggestions for successfully executing our deliverables. These two individuals were Christian Luna, Fresh Carts Program Manager, and Deidre Savino, Fresh Carts Organizer.

Because of Sacred Heart's "close relationship" with the HealthTrust through other successful projects, SHCS was selected by that organization to work with them and the other project partners to participate in a "new strategy" for helping the San Jose community reach key goals. For SHCS, these goals include lifting families out of poverty by imparting them with the skills to operate their own businesses, improving public health by increasing access to fresh produce, and empowering vendors to engage in the local policy issues which directly impact not only their businesses but the lives of their families. Sacred Heart's function in the program is as the "central partner" to the HealthTrust and the community. As such, SHCS is responsible for recruiting, organizing, and providing ongoing technical assistance to the vendors as they develop their businesses.

2) <u>Mapping/Zoning Guide Suggestions</u>   In addition to indicating the location of existing markets and vendors, Savino stressed the importance of both the online map and accompanying guide being "clear and understandable" so that "vendors [can] find the resources they need to resolve conflicts" and be successful. Luna added that a major element of the map should include ethnic and economic demographic information for each area so vendors can successfully tailor their products to the residents' tastes and preferences. Other key map elements that were mentioned include transit stops, foot traffic data, crime/safety data, public restrooms, parks, churches (including the denomination), areas with free Wi-Fi, schools (including age range), grocery stores (with the size indicated), and community centers/libraries.

Reiterating concerns by the HealthTrust, any map tool that is developed must have a simple enough structure and interface that it can be updated over time as demographics, policies, and other information change.

3) <u>Challenges/Opportunities For the Initiative</u>   In addition to the programmatic benefits, Luna and Savino see the primary benefit of the Fresh Carts Initiative as providing a supplemental income for vendors. However, through the experience and training of operating a small business, vendors will be given a unique opportunity to contribute to their community while being empowered with valuable skills and financial resources in return. In this way, the Initiative has the potential to strengthen neighborhoods in a comprehensive manner. However, Luna and Savino also clearly visualize many roadblocks ahead.

For the vendors, these include being "able to commit to owning a small business" in the face of all the risks involved, maintaining the energy and ambition to continue moving forward when setbacks come, confronting a culture that often times prefers the taste "fatty / salty / crunchy" as opposed to fresh and healthy, and competition with markets and unlicensed food vendors. In addition to these is the likely perceptions of some local residents that these carts are simply "in the way" and "unsightly."

No stranger to hard won battles, SHCS anticipates many of these being overcome through the hard work of the vendors and the support it and other organizations will provide to them. Regarding the vendors operating without the required licenses and permits, Luna, while recognizing the Initiative will increase attention on them, also sees this effort as helping Fresh Carts vendors avoid these types of conflicts by allowing the Initiative participants to see which areas already have a long-standing vendor/market presence.

Luna explained that as a service provider, "a potential challenge [for SHCS] lies in preparing for the unforeseen variables involved in a completely new initiative," therefore minimizing and preparing for them in advance—including technical ones—will ensure the Initiative is a success.

4) <u>Other Suggested Stakeholders</u>   Ms. Nusbaum suggested interviewing representatives from the "brick-and-mortar" stores that sell fresh produce for the reasons stated above.

Somos Mayfair:

Pam Gudino 9/25/2013
Interviewed by Maria Javier

1) <u>Stakeholder Involvement</u>   Pam Gudino is the Senior Project Manager of the Somos Mayfair Neighborhood. Her organization has already been contacted by Sacred Heart and is aware of the Silicon Valley Fresh Carts Initiative Program.

2) <u>Mapping/Zoning Guide Suggestions</u>   Gudino suggests including areas of high foot traffic such as around schools and churches. Adding to this, she suggests noting the times of high traffic, such as when schools release its students and when church functions begin and end. Gudino suggests mapping where the other vendors regularly station themselves and when they are there to either 1) avoid competition or 2) establish partnerships. Lastly, if possible, Gudino suggests translating the pamphlets into Cambodian as well as the other identified non-English languages.

3) <u>Challenges/Opportunities For the Initiative</u>   Overall, she found the Initiative to be a good opportunity to bring healthy food to a more visible forefront. She believes that the primary challenge is establishing the business in an area where it is difficult for cars to stop and shop. As a car-oriented neighborhood, there is not much foot traffic in Somos Mayfair. Because they will be operating stationary units, she feels that a vendor will have a difficult time establishing a relationship with the neighborhood; she suggests having the Initiative utilize mobile push carts instead.

Gudino is concerned about how to overcome the overwhelming marketing that already exists for unhealthy food. She noted that there are places where fresh produce is sold but they are not as well advertised compared to unhealthy food providers. Gudino also expressed concern for those who do not have Internet access to take advantage of the mapping tool.

S TAKEHOLDER ANALYSIS:
Trends & Themes

Stakeholder team members provided summaries for the interviews conducted which were analyzed for trends and themes of commonality. The following trends emerged amongst the responses:

- Overall support for the Initiative and its ability to increase access to health food in San Jose
- The map should include foot traffic and times of foot traffic
- The map should include existing supermarkets, corner stores and liquor stores
- Illustrations of actual carts and how they should look when correctly setup should be included
- There is a possibility of mutually beneficial partnerships between the initiative vendors and existing businesses
- There is a possibility of conflict between the initiative vendors and existing businesses
- Vendors should display license or literature on the initiative to assuage concerns from "Brick and Mortar" businesses
- There may be pushback from neighborhood residents
- In order for the initiative vendors to succeed extensive marketing is needed
- In order for the initiative vendors to succeed extensive training is needed concerns
- The produce be of high quality

- The vendors vend responsibly and legally
- Clear visuals of legal cart set-up for vendors
- Include visuals of fruits and vegetables with vendors and carts

Themes

The overall support for this program and its ability to increase access to healthy food in San Jose was heard from stakeholders across the board, specifically: The City Manager's Office, ChangeLab Solutions, AnewAmerica, the Alma Neighborhood Association and Somos Mayfair.

The next question we asked was what suggestions they had for elements to include in the map besides zoning information, fruit and veggie wholesalers and places for storing carts. The two most common suggestions were that we map the locations of existing food related businesses (supermarkets, corner stores and liquor stores) and that we map areas of foot traffic.

The concept of mapping the locations of concentrations of foot traffic, and the times that foot traffic occurs was a very common theme among most stakeholders. It was suggested as a mapping element by Karp Resources, Sacred Heart, and Somos Mayfair. Heather Wooten of ChangeLab mentioned it but commented on the relative difficulty in including that in our mapping tool.

Mapping the locations of existing businesses led to an interesting divergence of opinions. Some stakeholders thought that Fresh Cart vendors should form partnerships with both other mobile vendors and the retailers who do not offer fresh produce in their establishments like liquor stores or corner stores. Robert Lattimore of AnewAmerica thought that vendors and businesses could form a mutually beneficial relationship. This idea was echoed by The city Manager's Office, AnewAmerica, Delmas Park and Somos Mayfair stakeholders. Yet other stakeholders wondered if vendors would have conflict with existing "brick and mortar" businesses.

Many stakeholders also believed that the fresh produce mobile vendors should appear certified. Jenny Nusbaum suggested that vendors display a permit or license to appear legitimate while Heather Wooten of ChangeLab recommended printed material that includes information on the Iniative to avoid conflicts with existing businesses.

Sacred Heart and Somos Mayfair representatives expressed concerns about marketing needed to compete with unhealthy food that is more readily available in the project areas. Anew, ChangeLab, and Sacred Heart saw a need for vigorous marketing to brand the carts, educate people, create a buzz for the program and generate enough business for the vendors so their businesses would be economically viable. The continued technical assistance for vendors after they are actively vending was a concern for both Anew America, and ChangeLab Solutions.

The SNI neighborhoods leaders we interviewed have neighborhood level concerns about how the program will work for their neighborhoods. They wanted the program to succeed but wanted to make sure the vendors were respectful, compliant, and familiar with the neighborhood they'd be serving. They cite many very real issues in their neighborhood that could pose problems for the program's success. For instance both Somos Mayfair and Alma Neighborhood Association representatives had expressed the idea that real ground level outreach is necessary for the vendors to build relationships with their customers and educate the community on the program. The representatives from the Alma Neighborhood Association also introduced the

idea that recipes be made available and The Delmas Park representative suggested collaborating with GardenToTable.

CONCLUSION

The outreach our team conducted with the various stakeholders involved in the Fresh Carts Silicon Valley Initiative was a perfect opportunity for us as planning students to put theory into practice. Outreach, in this case, gave various stakeholders the chance to give us advice and have their ideas incorporated into our project for the benefit our fellow teams.

The project at hand is a complex, technical tool that will give vendors a visual representation of very complex regulations in a digestible format. Along the way we were privileged to meet some of the people behind the project and those whom it will most affect. Through this process, we gathered a lot of thoughtful insight and compelling ideas to incorporate into our project.

On behalf of our entire class we would like to extend our gratitude to those people who allowed us to contact them, interview them and summarize their input. We would also like to recognize the sources utilized for the animation: Google and Youtube.

APPENDIX A:
Stakeholder Database

MASTER LIST

AGENCY	CONTACT	TITLE / CATEGORY	EMAIL	PHONE	WEBSITE	MAILING ADDRESS	INVITE TO DEC. 4 PRESENTATION (Y/N)
PRIMARY STAKEHOLDERS							
AnewAmerica Community Corporation	Robert Lattimore, Priscilla Jang	oversees training	rlattimore@anewamerica.org, pjang@anewamerica.org	408-351-3620	http://www.anewamerica.org/locations/san-jose	100 East Santa Clara Street, Office 107, San Jose, CA 95113	Y
Health Trust	Rachel Poplack	Director of Healthy Living	rachelp@healthtrust.org	408-513-8706	http://www.healthtrust.org/	3180 Newberry Dr., Suite 200 San Jose, CA 95118	Y
Karp Resources	Emily Sandusky	Senior Consultant	emily@karpresources.com	212-260-1070	http://www.karpresources.com/	27 East 21st Street 3rd Floor New York, NY 10010	Y (likely via telecast)
Potential Vendors	Sacred Heart	Vendors / Clients	*see Sacred Heart*	*see Sacred Heart*	N/A	see Sacred Heart	
Sacred Heart Community Service	Christian Luna	Operations Coordinator	cluna@sacredheartcs.org, dsavino@sacredheartsc.org	408-278-2160	http://www.sacredheartcs.org/	1381 South First Street, San José, CA 95110	Y
San Jose City Council (District 3)	Sam Liccardo	Councilmember	district3@sanjoseca.gov	408-535-4903	http://www.sanjoseca.gov/index.aspx?NID=151	200 E. Santa Clara St 18th Floor, District 5 San José, CA 95113	
San Jose City Council (District 5)	Xavier Campos	Councilmember	District5@sanjoseca.gov	408-535-4905	http://www.sjdistrict5.com/	200 E. Santa Clara St 18th Floor, District 5 San José, CA 95113	Y
San Jose Planning & Code Enforcement	Jenny Nusbaum	Senior Planner	Jenny.Nusbaum@sanjoseca.gov	408-535-7872	http://www.sanjoseca.gov/index.aspx?NID=205	200 E. Santa Clara St. San José, CA 95113	Y
SECONDARY STAKEHOLDERS							
ChangeLab Solutions	Heather Wooten	Senior Planner	hwooten@changelabsolutions.org	510-302-3380	changelabsolutions.org	2201 Broadway, Suite 502 Oakland CA 94612	Y
City of San Jose - Managers Office	Norberto Dueñas	Deputy City Manager	Norberto.Duenas@sanjoseca.gov	408-535-8180	http://www.sanjoseca.gov/index.aspx?NID=176	200 E. Santa Clara St. San Jose, CA 95113-1903	
El Observador		Media		408-938-1700	http://news.el-observador.com/	99 N. First Street, Suite 100 , San Jose, California 95113	N
Grocery Stores in designated SNI Neighborhoods	N/A	Local Business	N/A	see Bios	N/A	see Bios	N
Hispanic Chamber Of Commerce Silicon Valley		Local Business / Advocacy Group	info@hccsv.org	408-351-3610	http://www.hccsv.org/	100 E. Santa Clara St. San Jose, CA 95113	
San Jose Mercury News	San Jose Area News	Media	local@mercurynews.com		www.mercurynews.com	750 Ridder Park Drive San Jose, CA 95190	
Residents in areas of San Jose with low food access	N/A	Local Residents	N/A	N/A	http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx#.UjqhAdLfWSo	N/A	
SNI: Delmas Park	Phil Hood	NAC President	phil@drumlink.com		http://delmasparknac.yolasite.com/about-us.php	Delmas Park Apartments Community Room 350 Bird Ave San Jose, CA 95126 meets 3rd Monday of the month (quarterly) at 6:30pm	MAYBE
SNI: Mayfair	Pam Gudino	Senior Program Manager	PGudino@SOMOSMAYFAIR.ORG	408-937-2566	http://www.mayfaircommunity.org/	370B S. King Rd. San José, CA 95116	Y + staff & community
SNI: Alma	Deborah Morillo	Member-At-Large/Treasurer	yaktilhiniyaktityu@gmail.com	N/A	http://www.enative.com/ca/scl/washington/background.htm#active	Biblioteca Latinoamerica 921 S First St San Jose, CA 95110	YES
	Rosa Pereida	Member-At-Large/Secretary	rosa.pereida@evc.edu	(408)270-6457	http://www.neighborwebsj.com/sni-map/		
San Jose Police Department	Code Enforcement	Law Enforcement		408-535-7770	http://www.sjpd.org/	201 W. Mission Street, San Jose, CA 95110	N
Vietnam Daily News		Media	vnnb@vietnamdaily.com	408-292-3422	http://www.vietnamdaily.com/	2350 South 10th St., San Jose, CA 95112	N

STAKEHOLDER BIOGRAPHIES	
AGENCY	**BIO / BACKGROUND SUMMARY**
PRIMARY STAKEHOLDERS	
AnewAmerica	The mission for AnewAmerica is, "to promote the long-term economic empowerment of new Americans... and to encourage their full participation in the political, social and cultural growth of America." AnewAmerica's vision is to develop socially responsible new American entrepreneurs and families, build stronger social fabric in our communities through economic justice, and foster the growth of the new American identity through knowledge and culture transfer between the "old" and the "new" American. (from website)
Health Trust	The vision of The Health Trust is to make Silicon Valley the healthiest region in America—a place where every resident can achieve optimal health throughout their lifetime, no matter their background, income, race, ethnicity or age. 'With a strong emphasis on prevention, we focus our work through three initiatives: Healthy Living, Healthy Aging and Healthy Communities." A charitable foundation, The Health Trust was founded in 1996 from the sale of three local nonprofit hospitals. For more than 15 years the organization has been a catalyst in Silicon Valley for community partnerships that identify health issues and work together to find innovative solutions. (from website)
Karp Resources	"Karp Resources works with government, business and non-profit organizations to plan, execute and evaluate comprehensive food system strategies."(from website) Karp Resources focuses on five areas: Food System Planning, Strategic Sourcing, Sustainability Solutions, Research & Evaluation, and Recruiting & Organizational Effectiveness. New York City Green Carts is one of Karp Resources' Featured Food System Planning Projects
Potential Vendors	N/A
Sacred Heart Community Service	Sacred Heart's mission is "to build a community free from poverty by creating hope, opportunity, and action. We provide essential services, empower people to improve their lives, advocate for justice, and inspire volunteers to love, serve, and share." "Sacred Heart promotes unity by bringing together people from all walks of life and organizations from all disciplines in the common cause of serving people in need and working toward the elimination of poverty in our community." Sacred Heart was founded in 1964. (from website)
Xavier Campos, City Councilmember	Xavier Campos has lived his entire life in East San José and is the son of Eloy and Rosa Campos. Before joining the San José City Council, Xavier served on the San José Planning Commission for 8 years where he was able to direct land use policies and applications for new developments. Councilmember Campos has advocated for many important improvements to East San José neighborhoods; such as new affordable and senior housing, new shopping centers at Story and King Roads and new parks and trails throughout the community. (from website)
Sam Liccardo, City Councilmember	Sam T. Liccardo was elected onto the San José City Council in November 2006, and represents the Downtown district of America's 10th largest city. He also serves in leadership positions of various regional governmental bodies, including the boards of the Cities Association of Santa Clara County (in 2012, he was President), the Valley Transportation Authority (in 2010, as its Board Chair), the Association of Bay Area Governments (on which he serves on the Executive Committee), and the Metropolitan Transportation Commission. (from Wikipedia)
Jenny Nusbaum, City of San Jose Planning - Code Enforcement	Jenny Nusbaum is a Senior Planner in the San Jose City Building and Code Enforcement Department. Ms. Nusbaum oversees much of San Jose's recent code revisions for urban agriculture. She oversaw the amendments to San Jose Code (Title VI and Title 20) which recently passed in San Jose. These code changes streamline the permitting process for vendors in effort to supprt healthy eating in San Jose. The work Ms. Nusbaum has done to improve San Jose's city codes is helping to improve access to fresh healthy food per San Jose's Envision 2040 plan.
SECONDARY STAKEHOLDERS	
Change Lab Solutions	Heather Wooten is a senior planner and program director at ChangeLab Solutions, where she researches best practices, develops tools, and works with communities to connect land use, economic development, and health. She is a co-author of one of the premier publications on developing and implementing health policy language in land use plans, How to Create and Implement Healthy General Plans. Prior to joining ChangeLab Solutions, she co-authored the Oakland Food System Assessment: Towards a Sustainable Food Plan through the Oakland Mayor's Office of Sustainability; she also currently serves on the Oakland Food Policy Council. Heather graduated from University of Minnesota and received her master's degree in city planning from UC Berkeley.
Norberto Dueñas, Deputy City Manager	Norberto Dueñas is the Deputy City Manager for the City of San Jose. He was reccently appointed to the Neighborhood Services and Education Committee. Prior to this appointment, he was the Deputy Executive Director of the City of San Jose's Redevelopment Agency and has an extensive background in neighborhood revitalization and community outreach.
El Observador	A weekly newspaper serving Latinos in the San Francisco Bay Area
Grocery Stores in 3 SNI Neighborhoods	The most prominent grocery stores and small food-selling markets in the Washington, Mayfair, and Delmas Park neighborhoods of San Jose, as determined by research via Google Maps. Washington: Willow Market 215 Willow St, San Jose, CA (408) 286-5848 Mexican Brothers Market 100 W Alma Ave, San Jose, CA (408) 295-4354 Delmas: Mi Rancho Market 494 Auzerais Ave, San Jose, CA (408) 295-1786 Mayfair: Bill's Market 204 Oakland Ave, San Jose, CA (408) 259-7271 Shop-N-Go 29 South Jackson AvenueSan Jose, CA 95116 (408) 251-4159
Hispanic Chamber Of Commerce Silicon Valley	The mission of the Hispanic Chamber Of Commerce Silicon Valley is to maximize Hispanic business and economic development of Silicon Valley by serving as an advocate and resource for its members, business owners, professionals, students and the community in general by being the premier voice for Hispanic and minority businesses. (from website)
Residents in areas of San Jose with low food access	"Low income census tracts where a significant number/share of residents is more than ½ mile from the nearest supermarket" according to USDA's Food Access Research Atlas website. Individuals will be identified by HealthTrust, Sacred Heart, and AnewAmerica
SNI: Alma Neighborhood Association	We believe that there is no substitute for caring when it comes to our community. Our Village is part of the district seven community. George Shirakawa is our council member representative. Our area encompasses the perimeters of the streets Alma and Monterey to Alma and Little Orchard to San Jose Avenue. The Alma neighborhood is a family oriented community, and predominantly Spanish speaking. We have approximately four hundred fifty residents. (from website)

SNI: Mayfair	Pamela is the Senior Programs Manager for Somos Mayfair. She holds a Masters degree in Public Health from San Jose State University. She has worked as a community organizer, primarily in farm worker communities in the Central Valley, and as a health educator, with an emphasis on chronic disease prevention and self-management. She also has experience conducting research & evaluations of health promotion and disease prevention programs.
SNI: Delmas Park	The Delmas Park neighborhood is bordered by San Fernando on the north, Autumn Avenue to the west, I-280 to the south and Route 87 to the east. The unique Delmas Park neighborhood encompasses mixed commercial and residential areas from the early 20th century, the commercial strip of San Carlos Street and the Lakehouse Historic District. MISSION The Delmas Park Neighborhood Action Coalition's purpose is to undertake projects that: Keep the community safe, clean, and vibrant. Instill a sense of community in the neighborhood Improve the quality of life of all residents by promoting appropriate projects for infrastructure, services and community amenities. (From website)
San Jose Mercury News	The main edition of the paper covers San Jose, Santa Clara, Sunnyvale, Cupertino, Milpitas, Los Gatos, Saratoga, Monte Sereno and Campbell. (from website)
San Jose Police Department	The San Jose Police Department is a dynamic, progressive and professional organization dedicated to maintaining community partnerships which promote a high quality of life for the City's diverse population. The Department is committed to treating all people with dignity, fairness and respect, protecting their rights and providing equal protection under the law. SJPD employs more than 1000 sworn officers in 4 Bureaus comprised of 11 divisions with more than 50 specialized Units and assignments. (from website)
Vietnam Daily News	The oldest and largest English daily newspaper in Northern California since 1986. A division of Pacific Press Corp. (from website)

INTERVIEW SCHEDULES

AGENCY	CONTACT	INTERVIEWER	DATE OF INTERVIEW
AnewAmerica	Robert Lattimore or Priscilla Jang	Tracy	Monday September 23rd, 10am
Sacred Heart	Christian Luna, Fresh Carts Program Manager	Joel	N/A
City Councilmember - District 5	Xavier Campos	Lola	Thursday October 3, 2:30pm
City Councilmember - District 3	Sam Liccardo	Lola	TBD
SNI 1-Alma	Deborah Morillo	Kenneth	9/25/2013, 7pm
SNI 2-Mayfair	Pam Gudino	Maria	Wed 9/25 @ 3:30pm
SNI 3-Delmas	Phil Hood	Kenneth	9/30/2013, 2pm
Change Lab Solutions	Heather Wooten	Tracy	9/23/13, 4pm
City SJ Managers Office	Norberto Duenas	Lola	Monday Sept 23, 2:30pm
City SJ Senior Planner (Code Enf)	Jenny Nusbaum	Maria	Wed., September 18, 5pm
Karp Resources	Emily Sandusky	Joel	Wed., September 25th, 9am
HealthTrust	Rachel Poplack (?)	TBD	TBD

A PPENDIX E:
Stakeholder Interview Questions

ORGANIZATION AND GOVERNMENT LEVEL QUESTIONS

1. What is your role with the Fresh Carts Initiative?
2. How did you get involved with this program?
3. Initially, what opportunities do you see with this program before implementation?
    i. For you?
    ii. For vendors?
4. What challenges do you see with this program before implementation?
    i. For you?
    ii. For vendors?
    b. How can they be improved? Who can help improve them?
5. What opportunities do you see with this program after implementation?
6. What challenges do you see with this program after implementation?
    a. How can they be improved? Who can help improve them?
7. Right now, our (mapping/policy analysis) team is working on (map/zoning guide) by doing
    a. Map:Creating an online map that will show where vendors can go to sell fresh fruits and vegetables. It will feature zoning information, streets, building footprint, the public right away, wholesalers, and storage facilities. What do you think about this process? Do you think it can be improved?
    b. Zoning Guide: A pamphlet with pictures showing where a cart can and cannot be located with 1-2 sentences after explaining the picture. This guide will be translated into Spanish and Vietnamese. What do you think about this process? Do you think it can be improved?
8. What are some elements our Fresh Carts map should include other than zoning or permitting designations to best assist the Fresh Cart vendors?
9. What do you think our priorities should be while creating the Fresh Carts map? What elements can we leave out?
10. Who may oppose this program and why? What can be done to address those concerns in advance?
11. Are there any other stakeholders you think we should interview or hear from? And/or people we should invite to our presentation December 4th?

NEIGHBORHOOD LEVEL QUESTIONS

1. Have you heard of the Fresh Carts program?
    a. (If not, explain what it is)
2. How do you think this program will affect residents' access to fresh fruits and vegetables?
    a. What challenges do you see with this program in your neighborhood?
    b. Solutions? Recommendations?
    c. Can you provide any alternatives to our approach?
3. Our class is currently creating an online map to show the future Fresh Cart vendors where they can sell their fruits and vegetables.
    a. Do you think this map will be useful to the residents and vendors?
    b. What would you like to see in the map?

4. Along with that online map, our class is creating a pamphlet that shows examples of where vendors can place their carts depending on if the land is public or privately owned. It will be translated into Spanish and Vietnamese.
    a. Do you think this will be helpful?
    b. What else would you like to see on that pamphlet?
    c. Can you think of any other types of guides we should provide?
        i. If not, can you please inform me if you do in the near future?
5. We will be putting all of these Fresh Carts program guides in a comprehensive report and will be presenting a summary of it on December 4th.
    a. Would you like to attend?
    b. Who else do you think we should invite to our presentation?
6. We understand that community participation is extremely valuable to leverage the success of this program.
    a. How would your organization like to get involved?
    b. How about others?

A PPENDIX F:
Raw Interview Notes

ATTENTION: The following raw interview notes do not follow consistent formatting.

ANEWAMERICA INTERVIEW:
With Heather Wooten and Robert Lattimore
Interviewed by Tracy Minicucci, 9/23/13

What is your role with the Fresh Carts Initiative?

ovide the entrepreneurial training component of the fresh carts program. The entrepreneurial training component includes techni
nce and technical assistance represents what I call the 'hand to hand combat' associated with helping the entrepreneurs solve
ms like licensing, permitting, pricing. Those types of things. Provide it to **Sacred Heart**.

The second piece is that we are responsible for outreach as part of the entrepreneurial training and so in that particular area we
help Sacred Heart and Somos Mayfair who are the designated community based organizations, we help them understand how the
or identify and recruit the vendors who will be showing up for training and will ultimately be starting the microenterprise. SO we
vith outreach.

The third piece of training we provide we call it entruperial training. What that's about is it's the glue. The framework for
tanding through the lens of a business plan subjects like marketing, promotion, sales and management and finance, financial lite
ough the lens of an entrepreneur. So that when Sacred Heart and Somos Mayfair goes into the community they will have that
vork.

How did you get involved with this program?

e Klink attended early session in the Valley with other CBOs. Part of a concept that food deserts are a big deal. Healthy Foods
ve (their own initiative) bigger scale amore comprehensive way.

They hosted a focus group with KARP and their own clients to respond to the program. Entreupeneures- clients of theirs who
l to start businesses but not necessarily a restaurant. They were very much interested in the fresh carts program. Smaller scale opt
ose that already had a business they were exploring the possibility of maybe starting an additional business that they could run (a
ithout having to do it all themselves or create jobs while owning a new business. They have already identified some vendors thro
cus group.

3. **Initially, what opportunities do you see with this program before implementation?**

Placement of vendors, mapping, showing what areas would be permitted. Which neighborhoods will be focused on where the zoning is in those neighborhoods. This is about creating income that has a basis in an asset for a family. Its about families. Sustainable income for families." I would substitute almost, the word 'vedor' for 'family'. When we look at how much people could make or have made around the country doing this, it would be marvelous. Income health and sustainalbity.

For Anew. To use this program throughout the whole Bay Area. Our service area is the entire bay area. This is building capacity for us. We get to look at it from the retail perspective.

4. **What challenges do you see with this program after implementation?**
    a. **For you?**
    b. **For vendors?**

Too soon to tell. Capacity could be an issue for them. How do we transfer the technical knowledge across all the staff? How do we fund it? Skills knowledge transfer.

Vendors outside of San Jose. (Santa Clara County residents) Expand the map. Classic issues of sustainability of supply, is the product going to be good? Sustainability of pricing going to stay the same? Will the wholesalers raise the price and ruin the profit margin? In private public partnerships these things happen. Marketing could be an issue in the long term. After the first year, after the buzz is over can you compete.

IF we've trained them real well and if they have a passion for what they do and if the product is superior, having the right products at the right time of the year.

    c. **How can they be improved?**

Not sure yet .Everyone was very interested in our product, something that is visual that is direct, graphic that is interactive that is a tool that can direct us and direct the client in a very efficient way. It's a question of what the user interface would look like.

    d. **Who can help improve them?**

5. **What opportunities do you see with this program after implementation?**

6. **What challenges do you see with this program after implementation?**

    a. **How can they be improved? Who can help improve them?**
7. **Right now, our (mapping/policy analysis) team is working on (map/zoning guide) by doing Map: Creating an online map that will show where vendors can go to sell fresh fruits and vegetables. It will feature zoning information, streets, building**

footprint, the public right away, wholesalers, and storage facilities. What do you think about this process? I can be improved?

8. **Zoning Guide: A pamphlet with pictures showing where a cart can and cannot be located with 1-2 sentence the picture. This guide will be translated into Spanish and Vietnamese.**
    a. **What do you think about this process? Do you think it can be improved?**
    b. **What are some elements our Fresh Carts map should include other than zoning or permitting design assist the Fresh Cart vendors?**

Where the supermarkets are. All the retail stores are, corner stores. Maybe to add the carts near the corner stores cigarettes and alcohol. Possible competition but possible a mutually beneficial relationship. Marketing people may disagre also if there are 'drop off' sites from wholesalers. Daycare Centers. Maybe crime statistics or places where certain crime c be carrying a lot of cash in neighborhoods where they may not have their money in banks for immigration reasons. He a going to map schools and community centers, daycare centers. We can find them at the childcare licensing site by zip co

What do you think our priorities should be while creating the Fresh Carts map? What elements can we l

At some point mapping can become very burdensome as a tool, too busy, too many "point and clicks". Leave ou lessens ease of use or basic function. Feature and function are a priority. He asked about how it would look on a smartpl the same. Probably a lot of our clients will have cell phones. They did an informal survey of their clients who are micro b owner/operators and 80% had cellphones and 60% of those people have and use smartphones.

Who may oppose this program and why? What can be done to address those concerns in advance?

NIMBYs based on an initial community meeting in SJ, planning and a majority of the time was taken up by NIM the program itself. Perhaps people would associate fresh carts vendors with people who vend right off freeway exit.

Current vendors may push back. They are recommending to their vendors to not compete with existing vendors and to 1

Are there any other stakeholders you think we should interview or hear from? And/or people we should invite to December 4th?

Maybe the original focus groups w KARP. To see the progress since they originally met.

THEY'D like to see the BETA version with working functioning pieces. I told them about the November 20th deadline. there would be a mobile app.

1. **Have you heard of the Fresh Carts program?**
   a. (If not, explain what it is)
- No

2. **How do you think this program will affect residents' access to fresh fruits and vegetables?**
- Positive impact, neighborhood is economically disadvantaged, work rigorous jobs (usually 2) to pay for rent that usually runs up to $2,500/month, and heavily depend on nearby liquor store to eat food (results in diabetes, obesity, etc).
- Access to supermarkets is limited.
- No grocery stores close by, very spread out.
- Two markets, one new, but its at the edge of a long street in into Tamien neighborhood
- Also, vegetables are not fresh, found cockroach in eggs.
- Limited produce, does not cater to neighborhood's needs
- Gardening is difficult because it takes too much time to maintain when the family is mostly working and don't have money for supplies.
- Soil/air in neighborhood is contaminated from industry and air pollution from cars and airplanes.
- Very dense neighborhood, 3-4 families in each home, limited space.

a. **What challenges do you see with this program in your neighborhood?**
- Sanitation issues from local homeless population
- Donations given to homeless
- Usually homeless will sell donations and if fail, chucks it on the street- litter issue.
- Vendors need to be there primarily for produce and not for secondary reasons, i.e. drugs.
- This program needs to consider the area's current social ills- drugs, crime, prostitution, child abuse.- this puts program at risk.
- Careful about brick-and-mortar issues.

b. **Solutions? Recommendations?**
- Vendors must speak Spanish and must be culturally competent.

- Lots of outreach needs to be made
- Workers need to be trusted by community
- Vendors should be mobile, community tends not to go out due to social ills, current vendors (tortilla and paleteros) go to neighborhood and gets their attention with cucaracha horn.
- Vendors go to them because they are tired to go out. Or needs to be close by
- Usually by 6:30pm during the week day
- Needs to be number available to call to address social ills immediately.
- Prices need to be competitive with Flea market and supermarkets, very affordable,
- Do not merge with liquor stores-alcoholism issue, sanitary issue,
- Quality of product needs to be equivalent or better.
- There needs to be big outreach to people, let them know about the program.
- Workshops to should be made to educate how fresh produce can benefit family's health.
- Send letters to homes, most do not have computers- digital divide.
- Workshops to should be made to educate how fresh produce can benefit family's health.
- Signage about vendors rights (i.e. no donating to homeless, or hanging out with homeless)
- Training to deal with social ills (drugs, homeless, litter, drunks, prostitution).
- Vendors should primarily be on corners
- Ask homeowners, do this during rigerous outreach to families.
- Uniforms and badges so they are easily identified, recognizable,certified, professional.
- Vendors should promote cleanliness, clean up after themselves, even clean up somewhat beyond location.
- Lots of empty lots, can have vendors there too.

c. **Can you provide any alternatives to our approach?**
- Opening day- promotional flyers showing low prices and prices after first day.
- Quality must be good.
- Promote at DMV, many Alma residents are there.
- Easily accessible link to website on all this information- Maybe the city?

3. **Our class is currently creating an online map to show the future Fresh Cart vendors where they can sell their fruits and vegetables.**
   a. **Do you think this map will be useful to the residents and vendors?**

- Online maps, not really- need physical maps- digital divide.
- Maps and guides need to go door-to-door.
- Time, dates vendors will be there and they HAVE to be there.
- Spanish
- Contact info- email phone information to contact for any problems
- Visuals- Have produce cart vendors with produce.
    - b. **What would you like to see in the map?**
4. **Along with that online map, our class is creating a pamphlet that shows examples of where vendors can place their carts depending on if the land is public or privately owned. It will be translated into Spanish and Vietnamese.**
    - a. **Do you think this will be helpful?**
    - b. **What else would you like to see on that pamphlet?**
- Time, dates vendors will be there and they HAVE to be there.
- Have visuals of vegetables/fruits+vendor on next to dates/times
    - c. **Can you think of any other types of guides we should provide?**
    - d. **If not, can you please inform me if you do in the near future?**
5. **We will be putting all of these Fresh Carts program guides in a comprehensive report and will be presenting a summary of it on December 4th.**
    - a. **Would you like to attend?**
- Yes, available after 4pm, late afternoon.
- Need to let them know ASAP
- Need to consider parking passes if presentation on campus, is it free ?
- Why not have it at Sacred Heart or a bigger venue? Alma Community Center?
- There should be presentations at the same time- Spanish, Vietnamese, and English
- Headsets are distracting, looks tacky, and makes people look different- potentially isolating.
    - b. **Who else do you think we should invite to our presentation?**

7. **We understand that community participation is extremely valuable to leverage the success of this program.**
    - a. **How would your organization like to get involved?**
    - b. **How about others?**
- Ed Rast- New Alma neighborhood leader
- Get in touch with him, make a presentation for greater community (Tamien, Goodyear-Mastic and Alma) or talk with him.
- Something I noticed- Leaders were worried they were going to get old, leftover produce.

CHANGELAB SOLUTIONS INTERVIEW:
With Heather Wooten and Sonya Rifkin

1. **What is your role with the Fresh Carts Initiative?**

Sonya Rifkin research assistant for Fresh Carts Program ordinance

Role is as a policy technical assistance provider.

Since the HEalthtrust Campaign for healthy food campaignUnder communities putting prevention to work grants., they provided polcy technical assistance for farmers market ordinance changes and urban agriculture and continue on in the same role for Fresh Carts ordinance change. They support by researching best practices from other cities and providing model ordinances or best practice produce cart ordinances for he city to consider when they were making the changes in code. Also helping translate the ordinance that passed into " a little more plain English" designed for residents and potential vendors to translate what it is that you can and cant do under the Fresh CART Ordinance

2. **How did you get involved with this program?**

They have been a past grantee of the Health Trust through their Healthy Living Innitiative, exisiting relationship. Natinal technical assistance provieder under Campagin Putting Prevention to Work award is what fudned the initial campaign for healthy food san jose. They've been supporting similar initiatives around the country.

3. **Initially, what opportunities (or challenges) do you see with this program before implementation?**
   - . **For you?** Opportunities are indirect, watch for lessons to share w other communities.
   - i. **For vendors?** To legalize a business model that hopefully can promote a win-win opportunity for small business development for vendors as wel as healthy food access for communities in a way that is culturally relevant.

      Challenges. Not for them but vendors. Enforcement is a big challenge. Mobile vending is often outside of the permenant legal structure for cities for many reasons. If the city want to let vendors vend just fresh carts in preffered locations maybe where we wouldn't let all vendors be like parks or schools. Its also going to take some time for the vendors to figure out where to vend and when and to build a customer base over time. Example farmers markets take a while to build customer base. It often takes a lot longer than people expect. IT might take a while for fresh carts to become a part of people's daily or regular shopping habits.

       Challenge also trying to provide enough infrastructure and support for the vendors themselves. So that they have access to training and support w developing their business model, sourcing produce, and getting the carts themselves.

What challenges do you see with this program after implementation?

. **For you?**

i. **For vendors?** They're kind of questions of degree as far as after implementation. Because the program is new, there are many unkowns r established markets. In time the challenges will reduce in size. Having a community of vendors that is organized that can speak out if there are proposed changes to the ordinance or if they do get pushback..

a. **How can they be improved?** Branding and marketing the carts which will be a hugely imprtanat. Cohesive identitiy for the carts. That is what will make this successful. Having a workforce development component is really important. Chicago has Neighborworks. Skill building, how to handle produce, where to buy produce, how to buy their own cart.
There is a branding consulting firm.

b. **Who can help improve them?**
What opportunities do you see with this program after implementation?
what challenges do you see with this program after implementation?

. **How can they be improved? Who can help improve them?**
Right now, our (mapping/policy analysis) team is working on (map/zoning guide) by doing

. **Map**:Creating an online map that will show where vendors can go to sell fresh fruits and vegetables. It will feature zoning information, streets, building footprint, the public right away, wholesalers, and storage facilities. What do you think about this process? Do you think it can be improved?

a. **Zoning Guide**: A pamphlet with pictures showing where a cart can and cannot be located with 1-2 sentences after explaining the picture. This guide will be translated into Spanish and Vietnamese. What do you think about this process? Do you think it can be improved?
Changelab developed a FAQ sheet (the one we've seen) is still developing that we can incorporate into what we do with this pamphlet. They are waiting on the SJ City manager's office for the city owned property code to be addressed but Heather will provide us with a draft for now that we may use.If we do repurpose It or quote it directly, she want s to check it before we're done for accuracy. She said there's no need for us to reinvent the wheel unless we're educationally obligated to.

What are some elements our Fresh Carts map should include other than zoning or permitting designations to best assist the Fresh Cart vendors?
Facitilitis. Foot traffic? Not sure if that's knowable or makes sense on the map. Where to purchase produce. They asked if it would get all the way down to the sidewalk right of way. Intersections are com;icated. Maybe a diagram of the corner. Or zoomed in. relative to driveways and crosswalks.

They're not sure about parks as far as the lack of mention in the ordinance. They suggest getting in touch again w the planning department to ask them why that is. Are they allowing sales in parks specificially. The draft regualtions are done.

Heather asked if we were preparing any materials for vendors to give out to other vendors existing businesses that explains the program. Like the rules to show legitimacy to avoid potential conflicts between restaurants or stores who may question them. Might help them avoid confrontation.

What do you think our priorities should be while creating the Fresh Carts map? on

What elements can we leave out?
Who may oppose this program and why? What can be done to address those concerns in advance?
Are there any other stakeholders you think we should interview or hear from?
Having the planning department review the zoning.

Potential vendors? What is it that we wouldn't think of that only vendors would know.

Suggests a company in Oakland who supports vendors. La Placita, Shellly Garza knows the policy and vendor side of it.

And/or people we should invite to our presentation December 4th?

DEPUTY CITY MANAGER, CITY OF SAN JOSE INTERVIEW
With Norberto Duenas,
Interviewed by Lola Torney on September 23, 2013 2:30 pm in City Hall

1. *What is your role with the Fresh Carts Initiative?*
Many policy items make their way through the city policy process. As Deputy City Manager, he oversees the Neighborhood Services and Education Committee, where some new policies are introduced before going to City Council. Weighs in on analysis and evaluates any work Dept and Committee needs to do.
2. *How did you get involved with this program?*
Had a meeting with Health Trust to discuss initiative under umbrella of healthy food access for residents. Was re-engaged through that meeting.
3. *Initially, what opportunities do you see with this program before implementation?*
From a public policy perspective: establish a dialogue and public awareness regarding access to healthy foods and the impacts on the community of not staying healthy. This initiative can help elevate that discussion as well as coming up with new and innovative ways to provide access to healthy food in city. "Non-traditional approaches"

4. *What challenges do you see with this program after implementation?*

Less of a challenge, but just ensuring that public understands what program is about. Sharing of information and education is very important so that public understands what the program is including the goals and expectations. Other departments getting involved with this are Parks and Recreation, Neighborhood Services, and Planning Department.

5. *What opportunities do you see with this program after implementation?*

Besides providing healthy food, we want linkages, connections, and leveraging to occur between groups with similar objectives. We want people to become aware of the project and question how they can become a part of this and how their organization can find a role and get involved in this effort. This type of program, after roll-out, can bring forth more stakeholders than we originally thought of (the "natural stakeholders"). This will encourage new partnerships.

6. *What challenges do you see with this program after implementation? – on the vending side.*

This is less about challenges, just the need to ensure implementation on the front end (initially) is as strong as possible. How do we address any issues that do arise? Want this program to be successful and all you need is one bad example of this program and people can start making generalizations which is unfair. We ensure that how we roll out and implement is successful.

7. *Mapping Team project: Online map.*

Try to include council district or neighborhood-level information that gives information and characteristics of the area so that people understand where and who the neighborhood is. Other stakeholder groups will be looking at this map besides the vendors. Can we pull data from this map? How many facilities are in this district? Can we get a count of who normally goes into which neighborhood/district? All layers mentioned previously are strong and should be included. Try to ensure accuracy and updated often. Can viewers see the structures of the neighborhoods? Landmarks are a good idea. Anything that gives vendors or potential vendors what the neighborhood looks and feels like when set up. Makes them feel safer and they can plan their "wares" better.

8. *Zoning guide:*

We should try to engage with the neighborhoods or potential vendors so they can weigh in on what would be helpful. "What information do you think would be of service to you?" Translations should be done properly and because this information is "technical," it should be done well.

Other possibility of information we should provide is a picture example of what their setup could look like (besides public/private locations and setbacks). "In this particular piece of land, if you were to set-up, this is an example of what your cart could look like."

9. *Who may oppose this program and why? What can be done to address those concerns in advance?*

(Lola mentioned small neighborhood shop owners -- corner store owners and managers). While that may be true, that is what true competition is all about. This program could encourage the store owners to provide healthy foods in their stores; see an opportunity to get sales back. Also allows for partnership between the vendor and the owner. It provides a permanent location for vendors and brings people to the store.

10. *Are there any other stakeholders you think we should interview or hear from? And/or people we should invite to our presentation December 4th?*

You should try to engage community more through focus groups or community leaders. City of San Jose now has a Neighborhoods Commission who can give perspective on program and can also assist with outreach.

Norberto can help with finding groups for the December 4 presentation.

Additionally, Norberto would love to see us check in with his office at the halfway point of the class. I mentioned possibly checking in after 2A is due.

CITY OF SAN JOSE PLANNING, BUILDING AND CODE ENFORCEMENT INTERVIEW
With Jenny Nusbaum On September 19,
Interviewd By Maria Javier

Consent to recording?
As a Senior Planner employed by the City of San Jose, my correspondence with you with the responses below is public record.

1. What is your role with the Fresh Carts Initiative?
I am a Senior Planner with the City of San Jose assigned to updating the City's
Zoning Code.

2. How did you get involved with this program?
As stated above, amending the Zoning Code for this purpose was part of my assigned responsibilities.

3. Initially, what opportunities do you see with this program before implementation?

i. For you? It can help provide access to healthful food for people who live or work in San Jose, and it can provide small business opportunities.

ii. For vendors? Less regulation of vending of fresh fruits and vegetables can lower costs of operation.

4. What challenges do you see with this program after implementation?

i. For you? Guidance and code enforcement.

ii. For vendors? Creating viable businesses.

a. How can they be improved? Who can help improve them? Local organizations that help small businesses can provide advice and illustrative guidance.

5. What opportunities do you see with this program after implementation?
Awareness of the importance of healthful food can grow, and the local economy may improve as a result of reduced regulation.

6. What challenges do you see with this program after implementation?
Identifying and creating enough demand for local vendors to stay in operation, and ensuring that the fruits and vegetables that are sold are healthful.

How can they be improved? Who can help improve them? Education by local organizations to help small businesses identify target markets. Compliance with governmental regulations by vendors.

7. Right now, our (mapping/policy analysis) team is working on (map/zoning guide) by doing:
a. Map: Creating an online map that will show where vendors can go to sell fresh fruits and vegetables. It will feature zoning information, streets, building footprint, the public right away, wholesalers, and storage facilities.
What do you think about this process? Do you think it can be improved? I haven't seen the map so I am not prepared to comment on the process at this time.

b. Zoning Guide: A pamphlet with pictures showing where a cart can and cannot be located with 1-2 sentences after explaining the picture. This guide will be translated into Spanish and Vietnamese. What do you think about this process? Do you think it can be improved?
I haven't seen the pamphlet so I am not prepared to comment on the process at this time.

**8. What are some elements our Fresh Carts map should include other
than zoning or permitting designations to best assist the Fresh Cart vendors?** Website addresses and other contact information for relevant City and County agencies.

**9. What do you think our priorities should be while creating the Fresh
Carts map?** What elements can we leave out? Focus on more densely developed parts of the City. Only include sites that can provide a Fixed-Base Host with access to sanitary facilities including restrooms. Do not include areas that are already well served by venues that provide fresh fruits and produce.

10. Who may oppose this program and why? What can be done to address those concerns in advance? "Brick-and-mortar" food markets and residential neighbors because of perceived competition, noise, lack of safety in operation, or lack of quality in the products sold. Show in a very visible location of the operation the documentation/certification for compliance with governmental regulations and provide contact information for the vendor.

11. Are there any other stakeholders you think we should interview or hear from? "Brick-and-mortar" stores that sell fresh fruits and produce.

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DELMAS PARK NEIGHBORHOOD ASSOCIATION
Email Interview with Phil Hood, President
By Kenneth Rosales and Lola Torney

</div>

1. **Have you heard of the Fresh Carts program**? No - Kenneth introduced "Scaled-down version of a farmer's markets"
    a. Nextdoor.com - social network for a geographic neighborhood
        i. users have to validate they live in the neighborhood before they are allowed to use it
        ii. Fresh carts could benefit from Nextdoor.com - vendors could send note to fellow neighbors saying they are nearby
            1. can also put on calendar
        How do you think this program will affect residents' access to fresh fruits and vegetables? Could improve it. I think the key in poor neighborhoods is the involvement of mothers and grandmothers. Because they are the people who have time to

spread the word about anything going on or get involved in neighborhood association. The women has a huge influence. However, the poorer the neighborhood, the less internet usage.

3.   **Solutions? Recommendations**: How about tamales and taco trucks along with fresh food? Or try to involve local merchants. I'd love to have a small farmers market in our neighborhood next to existing neighborhood mom-and-pop markets. Find a way to involve existing stakeholders. The big farmers markets work great in upscale neighborhoods but in poor neighborhoods the approach may need to be different. Get high schools involved so students get community service hours for working at the Fresh Cart events.

a.   **What challenges do you see with this program in your neighborhood?**

b.   **Solutions? Recommendations?**

c.   **Can you provide any alternatives to our approach?**

4.   **Our class is currently creating an online map to show the future Fresh Cart vendors where they can sell their fruits and vegetables.**

.   **Do you think this map will be useful to the residents and vendors?** I think it should be mobile. It will be useful to vendors. But some of the customers you are trying to reach may not use the internet or smartphones.

a.   **What would you like to see in the map?** Don't know.

1. Along with that online map, our class is creating a pamphlet that shows examples of where vendors can place their carts depending on if the land is public or privately owned. It will be translated into Spanish and Vietnamese. Maybe the vendor carts can be a "concierge" for city services. What if they carried phone #s for every city problem-solving department? Or what if the carts were smart carts? Could they communicate with a service so that residents throughout the city would know where Fresh Carts were 24/7 That's useful. Could we put a cheap beacon on every cart so it communicated location?

a.   **Do you think this will be helpful?**

b.   **What else would you like to see on that pamphlet?** Loyalty card, good for goods and services of some kind.

c.   **Can you think of any other types of guides we should provide?** A guide to harvesting fruits and vegetables in the neighborhood, work with Garden to Table.

i.   **If not, can you please inform me if you do in the near future?**

We will be putting all of these Fresh Carts program guides in a comprehensive report and will be presenting a summary of it on December 4th.

.   **Would you like to attend?** Possibly

a.   **Who else do you think we should invite to our presentation?** I don't know. Are there food advocacy groups you can connect with? Slow food advocates? Vegans and vegetarians? How do you get more activists to be aware and help participate? Can our city forest help? Or Garden to Table?

We understand that community participation is extremely valuable to leverage the success of this program.

.   **How would your organization like to get involved?** We would invite Fresh Carts to meetings. We could facilitate introductions to people. We can distribute your flyers door to door.

a.   **How about others?**

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SACRED HEART INTERVIEW
With Christian Luna and Deidre Savino
By Joel Manning, 9/27/13

Two representatives from Sacred Heart Community Service (SHCS) corresponded with Joel Manning through email to provide our team with insight into their organization's role in the Fresh Carts Initiative along with suggestions for successfully executing our deliverables. These two individuals were Christian Luna, Fresh Carts Program Manager, and Deidre Savino, Fresh Carts Organizer.

Because of Sacred Heart's "close relationship" with the HealthTrust through other successful projects, SHCS was selected by that organization to work with them and the other project partners to participate in a "new strategy" for helping the San Jose community reach key goals. For SHCS, these goals include lifting families out of poverty by imparting them with the skills to operate their own businesses, improving public health through by increasing access to fresh produce, and empowering vendors to engage in the local policy issues which directly impact not only their businesses but the lives of their families. Sacred Heart's function in the program is as the "central partner" to the HealthTrust and the community. As such, SHCS is responsible for recruiting, organizing, and providing ongoing technical assistance to the vendors as they develop their businesses.

In addition to the programmatic benefits, Luna and Savino see the primary benefit of the Fresh Carts Initiative as providing a supplemental income for vendors. However, through the experience and training of operating a small business, vendors will be given a unique opportunity to contribute to their community while being empowered with valuable skills and financial resources in return. In this way, the Initiative has the potential to strengthen neighborhoods in a comprehensive manner. However, Luna and Savino also clearly visualize many roadblocks ahead. For the vendors, these include being "able to commit to owning a small business" in the face of all the risks involved, maintaining the energy and ambition to continue moving forward when setbacks come, confronting a culture that often times prefers the taste "fatty / salty / crunchy" as opposed to fresh and healthy, and competition with markets and unlicensed food vendors. In addition to these is the likely perceptions of some local residents that these carts are simply "in the way" and "unsightly."

No stranger to hard won battles, SHCS anticipates many of these being overcome through the hard work of the vendors and the support it and other organizations will provide to them. Regarding the vendors operating without the required licenses and permits, Luna, while recognizing the Initiative will increase attention on them, also sees this effort as helping Fresh Carts vendors avoid these types of conflicts by allowing program participants to see which areas already have a long-standing vendor/market presence. In addition to indicating the location of such businesses, Savino stressed the importance of both the online map and accompanying guide being "clear and understandable" so that "vendors [can] find the resources they need to resolve conflicts" and be successful. Luna added that a major element of the map should include ethnic and economic demographic information for each area so vendors can successfully tailor their products to the residents' tastes and preferences. Other key map elements that were mentioned include transit stops, foot traffic data,

crime/safety data, public restrooms, parks, churches (including the denomination), areas with free Wi-Fi, schools (including age range), grocery stores (with the size indicated), and community centers/libraries.

Reiterating concerns by the HealthTrust, any map tool that is developed must have a simple enough structure and interface that it can be updated over time as demographics, policies, and other information change. Luna explained that as a service provider, "a potential challenge [for SHCS] lies in preparing for the unforeseen variables involved in a completely new initiative," therefore minimizing and preparing for them in advance—including technical ones—will ensure the Initiative is a success.

<center>SOMOS MAYFAIR INTERVIEW</center>
<center>*With Pam Gudino on 9/25 at 3:30pm*</center>
<center>*by Maria Javier*</center>

1. **Have you heard of the Fresh Carts program?**
   a. YES! our agency was contacted with Sacred Heart!
   How do you think this program will affect residents' access to fresh fruits and vegetables?
   . What challenges do you see with this program in your neighborhood? Because neighborhood already has some places for fresh produce (big supermarket on Story & King), people may have habits about where they get shop. In addition, finding a location would be a challenge. Where is there regular and heavy traffic for people to stop such as schools and churches? This type of business would be difficult for stationary vendors because the neighborhood is very auto-oriented, not much foot-traffic happens. Residents are hoping for possibilities of having mobile push carts, like the palateros.
   a. **Solutions? Recommendations?** I recommend push carts because there is no constant foot traffic, we have more of a car culture. Plus push carts are good for developing relationships in neighborhoods. Maybe it can first be established as a push cart and once relationships are built, the customers will come to their stationary cart.
   b. **Can you provide any alternatives to our approach?**
   Our class is currently creating an online map to show the future Fresh Cart vendors where they can sell their fruits and vegetables.
   . **Do you think this map will be useful to the residents and vendors?** Yes, it would be useful. But not everyone has internet access. Many people do not have computers in their homes. In fact the people that do have internet access use Facebook more than email. Plus many people are on month to month pay plans and sometimes they don't pay so their phones are unreliable.
   a. **What would you like to see in the map?** Map where there is a lot of foot traffic (church, school), map other push cart vendors (tamales).

4.   **Along with that online map, our class is creating a pamphlet that shows examples of where vendors can place their carts depending on if the land is public or privately owned. It will be translated into Spanish and Vietnamese.**
a.   **Do you think this will be helpful?** yes! also cambodian
b.   **What else would you like to see on that pamphlet?** Where competition is, other vendors, opportunities, potential high traffic spots, school release times, mass schedules.
c.   **Can you think of any other types of guides we should provide?**
i.   **If not, can you please inform me if you do in the near future?**
5.   **We will be putting all of these Fresh Carts program guides in a comprehensive report and will be presenting a summary of it on December 4th.**
.   **Would you like to attend?** Yes!
a.   **Who else do you think we should invite to our presentation?** Camille (Executive Director) along with staff and community folks-send invite to Camille who will distribute
.   Will there be a spanish translator?
6.   **We understand that community participation is extremely valuable to leverage the success of this program.**
.   **How would your organization like to get involved?** We can help with networking and passing on the information to others on how they can get involved. We can help recruit vendors in Mayfair. We feel that it is important to have high quality produce more visible. It's not that its not already there, its just shadowed by the marketing of unhealthy food.
a.   **How about others?**

APPENDIX B
READABLE ZONING GUIDE

HEALTHTrust

For more information about how to sell fresh produce from private property, please go to these websites:

City of San José Municipal Code, Title 20.80.820
**http://tinyurl.com/sanjosevendingordinance**

and

The Health Trust of Silicon Valley
http://www.healthtrust.org

FRESH CARTS Silicon Valley
FRESH PRODUCE VENDING GUIDE

PURPOSE

This document is a quick, handy reference guide to help you determine where you can legally place your Fresh Cart. For more detailed information about whether you can vend at a specific location or locations within the City of San José, please visit the Health Trust's online map tool at http://bit.ly/freshcartsmap.

ARE YOU A VENDOR?

↓

Do You Sell Fresh Produce?

↓   ↓

No   Yes

↓   ↓   ↓

Follow the City's Standard Permitting Processes.

Do You Vend in Residential Zones (Not Residentially Used Locations)?

Do You Vend in Non Residential Zones?

↓   ↓

You do not need an administrative permit.

You cannot sell on that location for longer than 2 hours per day.

You do not need an administrative permit.

	Residential Use	Non- Residential Use
Residential Zone	X	✔
Non- Residential Zone	X	✔

ARRANGEMENTS

What arrangements do I need to make with the property owner before I can sell there?

You will need the property owner's written permission to be able to sell produce from their property.

The written arrangement must also cover how you will be able to:

1.Dispose of any garbage or recycling waste resulting from your selling there.

2.Remove any litter from a 300 foot area around where you will vend to keep things clean around your Fresh Cart.

3.Have access to a bathroom and other sanitary facilities (sinks) while you're working there.

To be valid, the written agreement must be notarized once it is signed by you and the property owner.

PERMITTED LOCATIONS

Where can I place my Cart when selling?

Just about anywhere on non residentially-used private property, as long as the location you are at is at least 100 feet away from the nearest residential property like houses or apartments (as measured from the cart to the nearest part of the residential property's lot).

You can also place your Fresh Cart on school locations, library locations, church locations, or community center locations.

However, you can only stay there for up to 2 hours and vending is only allowed for up to 4 hours per day per site.
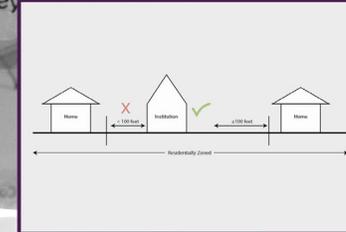
PROHIBITED LOCATIONS

Where can't I place my Fresh Cart to sell produce?

- On a lot with or anywhere within 100 feet of any residentially-used property such as houses, apartments, condominiums, or mobile homes.

- Within 100 feet of a highway on or off-ramp.

- Within 20 feet of a driveway's "curb cut" leading to the street.

- Within 15 feet from the public right of way such as the street or sidewalk.

- Within 30 feet of an intersection's street corner.

OPERATION HOURS

When can I sell fresh produce?

Only during your site's working hours.

For example, if the business on your site is open between 9:00 AM and 5:00 PM, you can only be open for those hours.

You cannot sell between the hours of 9:00 PM and 7:00 AM, even if the business on your site is still open.

APPENDIX C
PHOTO MONTAGE POSTERS

San Jose State University
Urban & Regional Planning Department

SAN JOSE, CA

Wednesday October 30, 2013

URBP - 201
Community Assessment
Phase 2B Photo Montage

COMMUNITY LIFE & SAFETY
MAYFAIR NEIGHBORHOOD

Key Findings
- Mayfair is a largely young and Hispanic population that is family-oriented
- The existing arts culture provides the neighborhood with a sense of place
- Mayfair's auto-centric design puts its pedestrians at risk of car collisions
- Illegal dumping may imply that residents lack awareness of city laws on proper disposal
- Graffiti and broken windows on buildings in the community could indicate problems of criminal activity and lack of safety
- Community centers, churches, and schools gives Mayfair the opportunity to become a vibrant neighborhood

Map Key
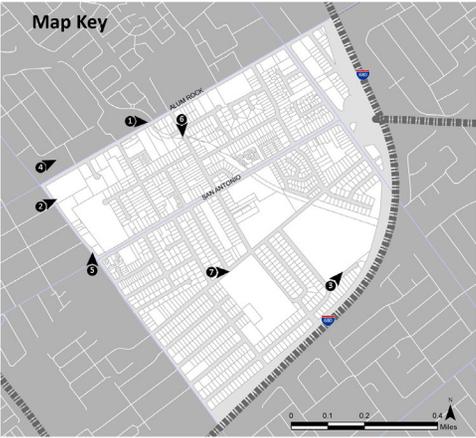
Pedestrian Safety
A family and their puppy decided to cross 5+ lanes of traffic to dodge the cars on Alum Rock Avenue. Fresh Carts vendors should use crosswalks for safety.

Mural
The Mexican Heritage Plaza on King Road is a vibrant mural filled with mariachis, folkloric dancers, and skeletons from Dia de Los Muertos as part of a double helix.

Community Gathering
The beautiful Mayfair Community Center is an important asset and gathering point for the entire neighborhood. Several centers like these were found near schools, parks, and comunity gardens. Privately owened communiy centers' parking lots could be used for Fresh Cart vending.

4 Foot Traffic
Many people congregate in front of the Mexican Heritage Plaza on Alum Rock Avenue and King Road. This area may serve as a suitable location for fresh produce vending.

5 Vandalism
Broken windows and graffiti taints a newly constructed commercial development near San Antonio Street and King Road. Unfortunately, this drastically reduces Mayfair's aesthetics and perspective of safety. Mobile vendors in this area should be prepared for situtations like these.

6 Illegal Dumping
A concrete-lined section of Silver Creek along San Antonio Street where a plastic toy jeep had been dumped is just one of numerous examples of illegal dumping around the neighborhood.

7 Mobile Vendors
The Mayfair neighborhood is home to several mobile vendors including one selling peeled fruits and vegetables. Since these vendors are traveling either on portable carts or bikes, they are able to reach out to Mayfair residents and build their trust.

San José State UNIVERSITY — Team Members: Malahat Owrang, Regina Valentine, Shila Behzadiaria, Emma Reed, Kenneth Rosales — HEALTHTrust

SAN JOSE, CA

**Wednesday
October 30, 2013**

URBP - 201
Community Assessment
Phase 2B Photo Montage

LAND USES
MAYFAIR NEIGHBORHOOD

Key Findings

- Mayfair's auto-centric character is also the home to many car repair and tire shops in the neighborhood
- Very few mixed-used developments exist in this region
- Vacant lots provide an opportunity for infill developments and mixed-use zoning throughout the neighborhood
- Very few grocery stores serve the Mayfair community although the demand is high
- Parks, community gardens, and neighborhood community centers are among Mayfair's most important assets, providing future opportunities for Fresh Cart vendors

Map Key
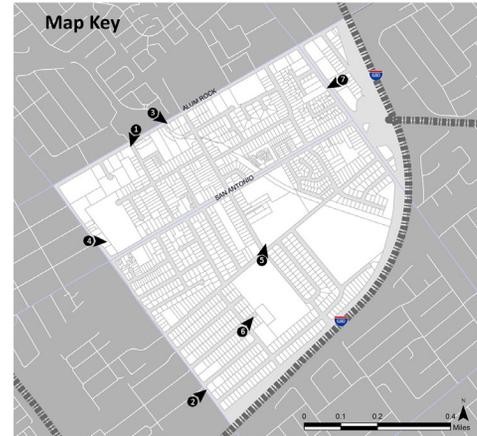
Auto Shops

Car repair and tire stores were the most prevalent businesses in the Mayfair neighborhood. This tire sculpture epitomizes the community's auto-oriented nature.

International Market

This Dollar Store is just one example of many retail shops – both chain franchises and locally owned – throughout the Mayfair neighborhood. Many shops provided products for a diversity of cultures.

0   0.1   0.2   0.4
Miles

Schools

Many schools are located in the Mayfair neighborhood where parents can buy their children produce on the way home. This picture shows the gates of San Antonio Elementary School located on San Antonio Street and King Road.

Community Garden

A community garden on the opposite corner of Cesar Chavez Elementary School. This garden could be a future opportunity for mobile vendors to sell its localized fruits and vegetables to the community.

Parks & Open Spaces

Parque de la Amistad located at Volmer Way and McCreery Avenue was one of many parks found giving families a chance to escape from a hard day's work.

Vacant Land

A large, vacant lot located at South Jackson Avenue and Woodset Drive. This land could have been used for agricultural purposes at one point and could be repurposed for a similar means today.

Team Members: Malahat Owrang, Regina Valentine, Shila Behzadiaria, Emma Reed, Kenneth Rosales

San José State UNIVERSITY

HEALTHTrust

SAN JOSE, CA

**Wednesday
October 30, 2013**

URBP - 201
Community Assessment
Phase 2B Photo Montage

TRANSPORTATION
MAYFAIR NEIGHBORHOOD

Key Findings

● The neighborhood's wide streets, number of cars on roads, and large numbers of automobiles parked outside single-family dwellings units make Mayfair a community that has clearly been designed for the car
● The lack of bike and pedestrian friendly designs in Mayfair often lead cars to obstruct their pathways, thus, a potential challenge for Fresh Carts vendors
● Many bus stops are located on Mayfair's mainstreets, however, many do not provide shelter

Map Key
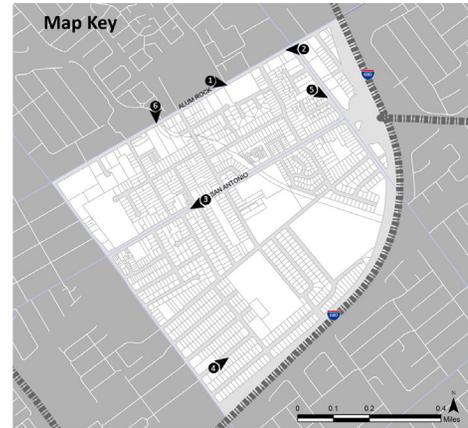
No Bike Lanes
This bicyclist decided not to deal with traffic by riding on the sidewalk in front of the Neighborhood Community Center on Alum Rock Avenue. The Mayfair community severely lacks bicycle-oriented features and can potentially obstruct Fresh Carts vendors.

Traffic and Congestion
Traffic is a major problem in this auto-centric community since its streets tend have a total of five or more lanes. Fresh Carts vendors need take all necessary precaution to avoid car collisions in Mayfair.

3 The Lonely Bike Lane

This designated bike lane on San Antonio Street is the only bicycle-oriented design found in the Mayfair neighborhood. However, since many people bike in Mayfair this could be an opportunity to consider them in future design processes.

4 Narrow Sidewalks

Mayfair's sidewalks are not wide enough to support more than one person. Widening pedestrian pathways could accomodate benches, tree canopies, and parklets and encourage Mayfair residents to walk and have safe spaces for seniors. Additionally, since most people in Mayfair drive, Fresh Carts vendors need to strategically and legally find areas where most people are.

5 Public Transit

Buses are the only public transporation option available for Mayfair residents. Numerous buses often stop at the same time, perhaps this gives people the opportunity to transfer.

6 Creek Trail Access

A major opportunity to incorporate a pedestrian and bicyclist-friendly design into this neighborhood is to enhance the path that runs along Silver Creek. This could also have the potential effect of making residents more active and improving the region's overall public health.

Team Members: Malahat Owrang, Regina Valentine, Shila Behzadiaria, Emma Reed, Kenneth Rosales

Community Life

Lively community is concentrated in pockets [4] [5] [9] [11] [12] and absent in other areas. [3] [8]

Active use of available community resources. [1] [2] [6] [7] [10]

Alma Community Center presents potential vendor site. [6]
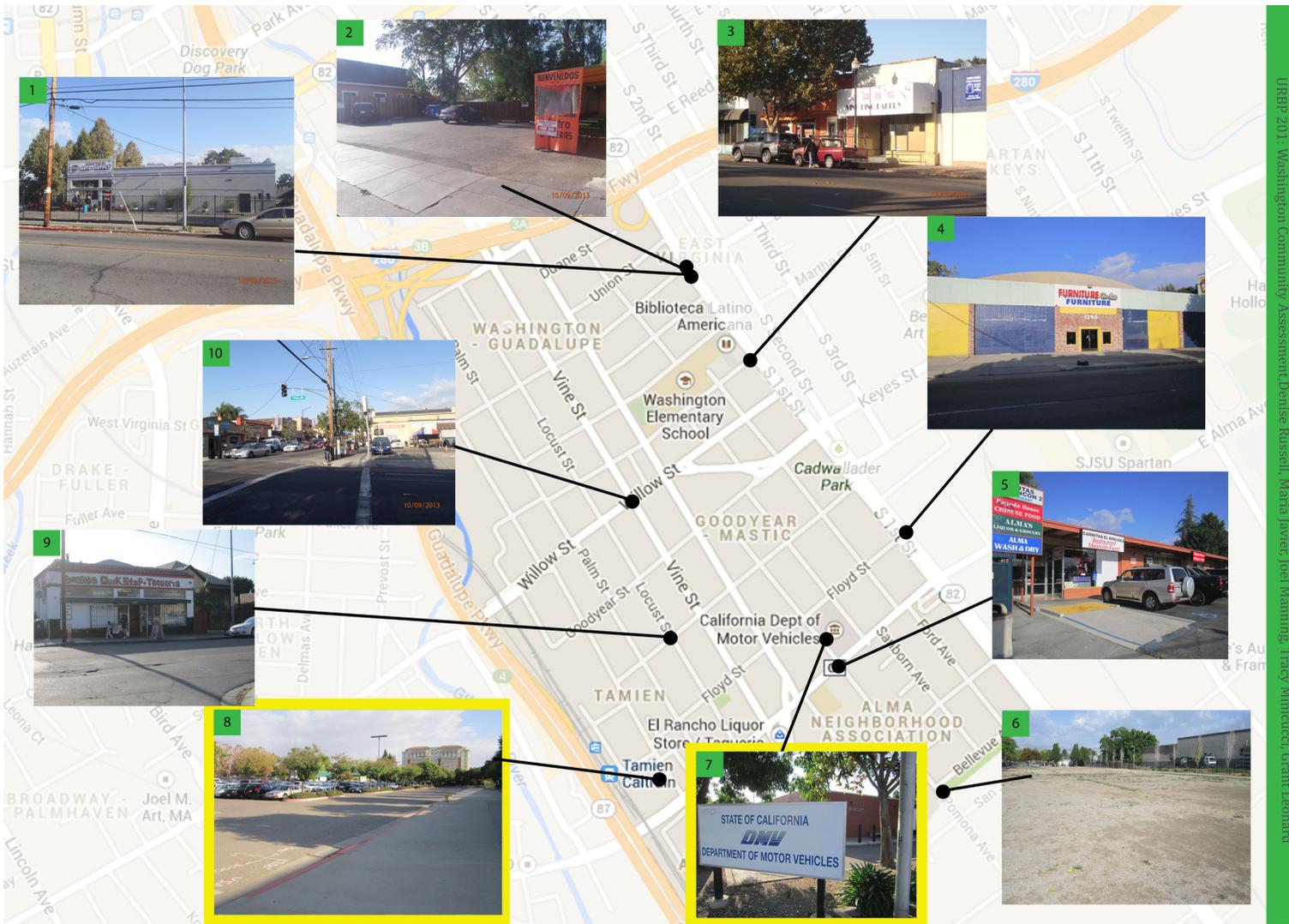
Land Use

Several small shopping centers, auto repair shops, and convenience stores. 1 2 5 9
Commercial uses are primarily confined to certain areas, 10 with a number of vacant buildings throughout. 3 4
Very few parks and open spaces available. 6
Tamien Caltrain Station and the DMV are two promising locations for Fresh Carts vendors. 7 8

APPENDIX D
DATA DICTIONARY

"APN_Num":
This field provides the Assessor's Parcel Numbers (APNs) which are used for land parcel identification.

"AREA_SQ_FT":
This field provides the square footage of the building's footprint.

"BLDG_ELEV":
This field provides a building's height above sea level in feet.

"BLDG_HEIGHT":
This field provides a building's height above ground level in feet.

"Building_Heights_region":
This feature class can be used for 3D modeling of buildings within the City of San José.

"Building_Outlines_region":
This feature class can be used to display building locations and footprints within the City of San José.

"City_Limit":
This field displays "in" if the land parcel is within the City of San José's limits and "out" if not within the City of San José's limits.

"CITY_LIMITS":
This feature class can be used to display the City of San José's city limits.

"Join_Zoning_Output":
This feature class is the result of a spatial join between the "Parcels_region" and "Zoning_existing_aug_2013" feature classes in the "SJ_data" project geodatabase.

"Parcels_region":
This feature class can be used to display land parcels within the City of San José's land area. It should be noted that some of these parcels are within the jurisdiction of Santa Clara County or cities adjacent to San José.

"SEALEVEL":
This field provides the building's height above sea level in feet.

"ZONING":
This field provides the zoning designation for the areas of land. Land use zoning abbreviations are detailed in Appendix A.

"Zoning_existing_aug_2013":
This feature class can be used to display the land zoning designations within the City of San José.