



San Diego Unified Port District FY2023 Sidewalk Vending Outreach & Education

Title: Final Project Report

Quarterly Report (February 2023 – May 2023)

**2023 San Diego Unified Port District Sidewalk Vending Ordinance Outreach and
Education**

Quarterly Report

Organization Name: Logan Heights CDC

Date: 6/1/2023

Project Name:

Reporting Period: Quarterly

Sidewalk Vending Outreach & Education Program

Provide an update of project activities completed and the status of project progress working towards the goals and outcomes identified in the Statement of Work, including quantitative performance metrics within the reporting period.

I. Objective 1: Education

This contract supported costs associated with hosting 4 of Logan Heights CDC's monthly "Sidewalk Vending Workshops" and 2 affiliated small business workshops aimed towards supporting sidewalk vendors with permitting compliance training through the organization's Walk this Way – Small Business 101 Training series.

Port of San Diego Vending Education Workshops

- March 8th | 4PM-5:30PM | 3165 Pacific Hwy, San Diego, CA 92101
- March 20th | 4PM-5:30PM | 3165 Pacific Hwy, San Diego, CA 92101
- April 18th | 11AM-12PM | 3165 Pacific Hwy, San Diego, CA 92101
- April 19th | 4:30PM-6:00PM | Logan Heights Library

LH CDC Small Business Resource Events/Trainings: *(additional resource support provided by LH CDC)*

- March 16th | 5:00PM-7:00PM | San Diego Made Factory
- April 18th | 4PM-5:30PM | "Fictitious Business Name Permit Assistance | 2040 Imperial Ave, San Diego, CA 92102

From Logan Heights CDC's educational campaign program geared towards supporting sidewalk vending micro-entrepreneurs, the organization served 185 sidewalk vendors with education/training services between the period of February 2023 to April 2023.

For the month of May, Logan Heights CDC Small Business Advisors supported the port during the 1st week of enforcement of the new ordinance. Small Business Advisors (SBAs) were present along the Embarcadero where vending took place and provided information and clarity to permitted vendors about how to operate in compliance with the Port's permit requirements. SBA's assisted unpermitted vendors and individuals engaged in expressive activities by providing them with educational resources and assistance about (1) the difference between commercial merchandise and expressive activity, (2) the Port's "opportunity drawing" and/or (3) other places in the City of San Diego where they could legally vend. Additionally, throughout the month of May, SBAs were contacted by an abundance of permitted and unpermitted vendors, as well as individuals engaged in expressive activity,

following the space allotment, as well as additional information regarding vending at the port. SBA's provided Q&A support to microentrepreneurs about the port's ordinance and supported one (1) vendor that was chosen for an allotted space after being considered as an alternate.

II. Objective 2: Outreach

Logan Heights CDC conducted more than 15 outreach engagements reaching 150+ sidewalk vendors and micro-entrepreneurs across the San Diego Port District and predominantly along the high-traffic sidewalk vendor areas along the Embarcadero. This outreach consisted of in-person outreach/education to practicing sidewalk vending micro-entrepreneurs throughout the various stages of implementation of the sidewalk vending ordinance. In addition to in-person outreach for resource/information distribution, Logan Heights CDC Small Business Advisors hosted a "Permitting Day" to assist vendors with completing the application materials and conducted additional educational outreach. These various forms of outreach contributed to multiple touchpoints with various sidewalk vendors throughout the focus months of February 2023 to April 2023.

March 2023 Permitting Day:

- March 24th | 9:00AM-5:00PM | 3165 Pacific Hwy, San Diego, CA 92101

Although the organization focus was around outreach and education for this contract period, Logan Heights CDC Advisors did provide technical assistance support to sidewalk vendors throughout this period around the application and permitting compliance support. Logan Heights CDC utilized the support from the City of San Diego to provide technical assistance for sidewalk vendors along the Port of San Diego.

In May 2023, Logan Heights CDC Small Business Advisors continued to conduct outreach throughout the port, especially during the 1st week of May when the implementation of enforcement was planned to take place.

Final Reach -**I. How many people were directly served by this contract?**

# of total businesses served <u>with educational resources and 1:1 hands-on assistance such as workshops and trainings</u>	185 unduplicated sidewalk vendors
# of BIPOC-owned businesses served	162
# of Woman-owned businesses served	120
# of businesses served operating in low- and moderate-income (LMI) census tracts	175
# of workshops/webinars held	6
# of unique businesses engaged with <u>in-person outreach</u>	250 unduplicated sidewalk vendors

*Businesses Served – Education and Training Touchpoint

*Businesses Engaged – Outreach Touchpoints