

Attachment A to Agenda File No. 2023-0274

Field Survey Summer 2023: Vending and Expressive Activity

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Objective

Determine the occupancy rates of the thirty-six (36) commercial vending spaces and the forty-one (41) expressive activity spaces during the summer 2023 (June 1, 2023 – August 31, 2023) to help assess the District's Vending & Expressive Activity Regulations that were amended by the Board in February 2023.

Field Survey Methods

Security guards employed by Six Maritime were instructed to walk the length of the Embarcadero and to visually assess which allocated spaces were occupied and which were unoccupied in all eight of the District's designated Areas. The guards were provided maps and corresponding forms to complete three times a day (Morning 7am to 11am, Afternoon 11am to 2pm, and Evening 3pm to 10pm). For the purposes of this survey, an allocated space was counted as occupied if it was used at any time between 7am and 10pm. The guards conducted field surveys on Thurs., Fri., Sat., and Sun., because those days were busier than Mon., Tues., and Wed.

Summary of Survey Results

Overall, occupancy rates in commercial spaces (34% to 94%) were higher than occupancy rates in expressive activity spaces (6% to 87%) during the survey period. Designated Area 4 (Wooden Deck near Midway) had the highest overall occupancy rates which included 87% for commercial spaces and 92% for expressive activity spaces. In Designated Area 3, commercial spaces had an occupancy rate of 73%, whereas the expressive only had an occupancy rate of 17%.

Designated Area 1			
Commercial		Expressive	
# of spaces	3	# of spaces	3
Percent Occupancy Rate	11%	Percent Occupancy Rate	1%
Designated Area 2			
Commercial		Expressive	
# of spaces	1	# of spaces	1
Percent Occupancy Rate	94%	Percent Occupancy Rate	27%
Designated Area 3			
Commercial		Expressive	
# of spaces	6	# of spaces	6
Percent Occupancy Rate	75%	Percent Occupancy Rate	17%
Designated Area 4			
Commercial		Expressive	
# of spaces	6	# of spaces	6
Percent Occupancy Rate	87%	Percent Occupancy Rate	92%
Designated Area 5			
Commercial		Expressive	
# of spaces	3	# of spaces	3
Percent Occupancy Rate	45%	Percent Occupancy Rate	37%
Designated Area 6			
Commercial		Expressive	
# of spaces	4	# of spaces	4
Percent Occupancy Rate	59%	Percent Occupancy Rate	53%
Designated Area 7			
Commercial		Expressive	
# of spaces	10	# of spaces	8
Percent Occupancy Rate	70%	Percent Occupancy Rate	69%
Designated Area 8			
Commercial		Expressive	
# of spaces	3	# of spaces	10
Percent Occupancy Rate	34%	Percent Occupancy Rate	6%

Concluding Remarks

Occupancy rates collected as part of this field survey are intended to assist staff with evaluating the effectiveness of District's Vending & Expressive Activity Regulations that were amended by the Board in February 2023, and may be a helpful resource as staff develops recommendations to modify the regulations in fall 2023. More detailed data for all eight of the Designated Areas can be found in Tables 1 through 9 of this report. For more information about staff's recommendation, please see San Diego Board of Port Commissioner's Meeting, October 10, 2023, Agenda File #2023-0236 – Conduct Public Hearing and Adopt an Ordinance Finding the Board Action Exempt Under the California Environmental Quality Act (CEQA), Including but not Limited to, Sections 15301 and 15304 of the CEQA Guidelines and Amending San Diego Unified Port District Code Article 8, Section 8.05 – Vending and Expressive Activity, Regulated to Modify the Number, Location, and Sizes of Allotted Spaces in Certain Designated Areas, and to Update the Commercial Vending Permit Cycle.

Field Survey Summer 2023: Vending and Expressive Activity

Table 1: South of Grape Street Pier (Designated Area 1)

Designated Area 1	Space 1	Space 2	Space 3	Space 4	Space 5	Space 6
	Commercial (# days)			Expressive (# days)		
June 1-4	0	1	0	0	0	0
June 8-11	0	3	0	0	0	0
June 15-18	0	2	0	0	0	0
June 22-25	0	3	0	0	0	0
June 29-July 2	0	1	1	0	0	1
July 6-9	0	0	0	0	0	0
July 13-16	1	1	0	0	0	0
July 20-23	1	2	0	0	0	0
July 27-30	1	0	0	0	0	0
August 3-6	0	0	0	0	0	0
August 10-13	0	0	0	0	0	0
August 17-19 (storm August 20)	0	0	0	0	0	0
August 24-27	0	0	0	0	0	0
Total # of Days Occupied	3	13	1	0	0	1
Total % of Occupied	6%	25%	2%	0%	0%	2%
Designated Area 1	Commercial Summary (June 1 to August 31)			Expressive Activity Summary (June 1 to August 31)		
# of days surveyed	51			# of days surveyed	51	
# of Commercial Spaces	3			# of Expressive Spaces	3	
Max Occupancy Rate	153			Max Occupancy Rate	153	
Actual Occupancy Rate	17			Actual Occupancy Rate	1	
Percent Occupancy Rate	11%			Percent Occupancy Rate	1%	

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Table 2: Near Ash Street (Designated Area 2)

Designated Area 2	Space 7	Space 8	
	Commercial (# days)	Expressive (# days)	
June 1-4	4	1	
June 8-11	4	0	
June 15-18	4	1	
June 22-25	4	1	
June 29-July 2	4	1	
July 6-9	3	2	
July 13-16	4	1	
July 20-23	3	3	
July 27-30	4	1	
August 3-6	3	1	
August 10-13	4	1	
August 17-19 (storm August 20)	3	0	
August 24-27	4	1	
Total # of Days Occupied	48	14	
Total % of Occupied	94%	27%	
Designated Area 2	Commercial Summary (June 1 to August 31)	Expressive Activity Summary (June 1 to August 31)	
# of days surveyed	51	# of days surveyed	51
# of Commercial Spaces	1	# of Expressive Spaces	1
Max Occupancy Rate	51	Max Occupancy Rate	51
Actual Occupancy Rate	48	Actual Occupancy Rate	14
Percent Occupancy Rate	94%	Percent Occupancy Rate	27%

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**Table 3: Between Portside Pier Restaurant and
B Street Cruise Ship Terminal (Designated Area 3)**

Designated Area 3	Space 9	Space 10	Space 11	Space 12	Space 13	Space 14	Space 15	Space 16	Space 17	Space 18	Space 19	Space 20
	Commercial (# days)						Expressive (# days)					
June 1-4	3	1	4	4	4	1	0	1	0	1	1	0
June 8-11	3	0	3	3	3	3	0	0	0	1	0	0
June 15-18	3	0	3	4	4	3	2	0	1	0	1	2
June 22-25	2	0	4	4	4	2	1	0	0	1	0	0
June 29-July 2	4	2	4	4	4	3	1	2	1	0	2	1
July 6-9	4	3	2	4	3	3	3	1	1	0	0	0
July 13-16	4	1	4	4	4	4	2	0	1	1	3	2
July 20-23	4	0	2	4	4	3	2	0	1	0	0	1
July 27-30	4	1	4	4	4	2	1	1	0	0	2	1
August 3-6	4	0	4	4	4	2	2	1	0	0	2	2
August 10-13	4	2	4	4	4	2	0	2	0	0	0	0
August 17-19 (storm August 20)	2	1	2	3	1	1	0	0	0	0	0	0
August 24-27	3	1	4	4	4	2	1	0	0	0	0	0
Total # of Days Occupied	44	12	44	50	47	31	15	8	5	4	11	9
Total % of Occupied	86%	24%	86%	98%	92%	61%	29%	16%	10%	8%	22%	18%
Designated Area 3	Commercial Summary (June 1 to August 31)						Expressive Activity Summary (June 1 to August 31)					
# of days surveyed	51						# of days surveyed	51				
# of Commercial Spaces	6						# of Expressive Spaces	6				
Max Occupancy Rate	306						Max Occupancy Rate	306				
Actual Occupancy Rate	228						Actual Occupancy Rate	52				
Percent Occupancy Rate	75%						Percent Occupancy Rate	17%				

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Table 4: Wooden Deck Near Midway Museum (Designated Area 4)

Designated Area 4	Space A	Space B	Space C	Space D	Space 21	Space 22	Space 23	Space 24	Space 25	Space 26	Space 27	Space 28	Space 29	Space 30	Space 31	Space 32
	Quality Coast (# of days)				Expressive (# of days)						Commercial (# of days)					
June 1-4	4	3	4	4	4	4	4	3	4	4	3	4	4	4	2	3
June 8-11	4	4	4	4	3	4	4	3	4	4	3	4	3	3	3	4
June 15-18	4	4	4	4	4	4	4	2	4	4	2	4	3	4	2	4
June 22-25	4	4	4	4	4	4	4	3	4	4	2	3	3	4	3	3
June 29-July 2	4	4	4	4	3	4	4	4	4	4	2	4	4	4	4	4
July 6-9	4	4	4	4	1	4	4	3	3	4	3	3	4	3	3	3
July 13-16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
July 20-23	4	4	4	4	1	4	4	4	3	4	4	4	4	4	4	4
July 27-30	4	4	4	4	3	4	--	4	4	4	2	4	4	3	3	3
August 3-6	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4
August 10-13	4	4	4	4	4	4	4	4	4	4	2	3	4	4	3	4
August 17-19 (storm August 20)	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3
August 24-27	4	4	4	4	3	3	3	4	3	4	3	3	3	4	4	4
Total # of Days Occupied	51	49	51	51	41	50	46	45	48	51	36	47	47	48	41	47
Total % of Occupied	100%	96%	100%	100%	80%	98%	90%	88%	94%	100%	71%	92%	92%	94%	80%	92%
Designated Area 4	Quality Coast (June 1 to August 31)				Expressive Summary (June 1 to August 31)						Commercial Activity Summary (June 1 to August 31)					
# days surveyed	51				# days surveyed		51				# days surveyed		51			
# of QC Spaces	4				# of Expressive Spaces		6				# of Commercial Spaces		6			
Max Occupancy Rate	204				Max Occupancy Rate		306				Max Occupancy Rate		306			
Actual Occupancy Rate	202				Actual Occupancy Rate		281				Actual Occupancy Rate		266			
Percent Occupancy Rate	99%				Percent Occupancy Rate		92%				Percent Occupancy Rate		87%			

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**Table 5: South of USS San Diego Memorial and
G Street / N. Harbor Drive Intersection (Designated Area 5)**

Designated Area 5	Space 33	Space 34	Space 35	Space E		Space 36	Space 37	Space 38
	Expressive (# days)			Quality Coast		Commercial (# days)		
June 1-4	1	0	0	3		0	3	1
June 8-11	3	0	1	4		0	4	0
June 15-18	4	0	0	3		1	3	0
June 22-25	0	1	2	3		1	3	1
June 29-July 2	4	1	0	3		1	4	4
July 6-9	3	1	0	4		0	4	2
July 13-16	2	2	3	3		1	3	3
July 20-23	0	0	0	3		1	3	1
July 27-30	4	1	3	4		1	3	1
August 3-6	4	2	1	4		1	4	1
August 10-13	3	2	3	4		0	4	1
August 17-19 (storm August 20)	2	1	1	3		1	1	1
August 24-27	1	0	1	4		2	4	0
Total # of Days Occupied	31	11	15	45		10	43	16
Total % of Occupied	61%	22%	29%	88%		20%	84%	31%
Designated Area 5	Expressive Summary (June 1 to August 31)			Quality Coast		Commercial Activity Summary (June 1 to August 31)		
# days surveyed	51			# days surveyed	51	# days surveyed	51	
# of Expressive Spaces	3			# of QC Spaces	1	# of Commercial Spaces	3	
Max Occupancy Rate	153			Max Occupancy Rate	51	Max Occupancy Rate	153	
Actual Occupancy Rate	57			Actual Occupancy Rate	45	Actual Occupancy Rate	69	
Percent Occupancy Rate	37%			Percent Occupancy Rate	1%	Percent Occupancy Rate	45%	

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Table 6: Ruocco Park (Designated Area 6)

Designated Area 6	Space F	Space 39	Space 40	Space 41	Space 42	Space 43	Space 44	Space 45	Space 46
	Quality Coast	Expressive (# days)				Commercial (# days)			
June 1-4	4	2	2	2	1	3	0	2	2
June 8-11	4	0	1	4	0	3	0	4	4
June 15-18	4	1	3	1	2	1	1	3	2
June 22-25	4	2	1	2	0	3	1	3	4
June 29-July 2	4	2	3	3	2	3	1	3	4
July 6-9	4	3	4	3	2	4	2	3	2
July 13-16	4	1	1	4	2	4	1	3	3
July 20-23	3	1	1	1	1	4	0	1	1
July 27-30	4	1	2	2	0	4	3	3	3
August 3-6	4	2	4	4	4	4	1	2	4
August 10-13	4	2	4	4	2	2	0	1	4
August 17-19 (storm August 20)	3	1	2	3	2	0	0	1	3
August 24-27	4	1	3	4	3	4	0	3	4
Total # of Days Occupied	50	19	31	37	21	39	10	32	40
Total % of Occupied	98%	37%	61%	73%	41%	76%	20%	63%	78%
Designated Area 6	Quality Coast	Expressive Summary (June 1 to August 31)				Commercial Activity Summary (June 1 to August 31)			
# days surveyed	51	# days surveyed		51	# days surveyed		51		
# of Quality Coast Spaces	1	# of Expressive Spaces		4	# of Commercial Spaces		4		
Max Occupancy Rate	51	Max Occupancy Rate		204	Max Occupancy Rate		204		
Actual Occupancy Rate	50	Actual Occupancy Rate		108	Actual Occupancy Rate		121		
Percent Occupancy Rate	98%	Percent Occupancy Rate		53%	Percent Occupancy Rate		59%		

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Table 7: Embarcadero Marina Park North Near Seaport Village and Northwest of Traffic Circle (Designated Area 7)

Designated Area 7	Space 47	Space 48	Space 59	Space 60	Space 61	Space 62	Space 63	Space 64	Space 49	Space 50	Space 51	Space 52	Space 53	Space 54	Space 55	Space 56	Space 57	Space 58
	Expressive (# of days)								Commercial (# of days)									
June 1-4	3	1	2	3	1	2	1	2	4	2	1	1	4	2	4	1	0	2
June 8-11	4	3	4	4	4	2	3	2	4	4	3	2	4	4	4	4	2	2
June 15-18	4	2	4	3	2	3	2	3	3	3	3	1	3	3	0	2	3	2
June 22-25	4	2	3	3	2	4	0	0	3	4	4	1	3	4	2	3	4	2
June 29-July 2	4	2	4	4	2	3	1	3	4	2	4	4	4	4	4	4	4	4
July 6-9	4	4	4	4	4	4	3	4	3	4	4	2	3	4	3	1	4	4
July 13-16	4	4	4	3	3	4	3	3	4	3	4	4	4	4	3	3	4	3
July 20-23	4	1	4	4	3	2	3	2	1	1	1	0	2	4	4	3	3	3
July 27-30	4	3	4	3	3	2	2	3	3	2	2	1	3	4	2	3	3	3
August 3-6	3	3	3	2	2	3	2	1	3	3	2	2	2	4	4	3	4	4
August 10-13	4	2	4	2	3	3	2	0	3	3	1	0	2	3	3	3	3	3
August 17-19 (storm August 20)	3	2	2	2	2	2	1	0	1	2	1	0	3	0	1	1	2	2
August 24-27	4	4	3	1	3	0	2	0	4	4	3	1	2	3	1	2	4	4
Total # of Days Occupied	49	33	45	38	34	34	25	23	40	37	33	19	39	43	35	33	40	38
Total % of Occupied	96%	65%	88%	75%	67%	67%	49%	45%	78%	73%	65%	37%	76%	84%	69%	65%	78%	75%
Designated Area 7	Expressive Summary (June 1 to August 31)								Commercial Activity Summary (June 1 to August 31)									
# days surveyed	51								# days surveyed			51						
# of Expressive Spaces	8								# of Expressive Spaces			10						
Max Occupancy Rate	408								Max Occupancy Rate			510						
Actual Occupancy Rate	281								Actual Occupancy Rate			357						
Percent Occupancy Rate	69%								Percent Occupancy Rate			70%						

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Table 8: Embarcadero Marina Park North Near Seaport Village (Designated Area 8)

Designated Area 8	Space 65	Space 66	Space 67	Space 68	Space 69	Space 70	Space 71	Space 72	Space 73	Space 74	Space 75	Space 76	Space 77
	Commercial (# of days)			Expressive (# of days)									
June 1-4	3	0	0	2	1	0	0	0	0	0	0	0	0
June 8-11	2	0	0	3	0	0	0	0	0	0	0	0	0
June 15-18	2	0	0	4	0	0	0	0	0	0	0	0	0
June 22-25	4	0	1	3	0	0	0	0	0	0	0	0	0
June 29-July 2	4	0	1	2	0	0	0	0	0	0	0	0	0
July 6-9	4	2	0	1	2	0	0	0	0	0	0	0	0
July 13-16	4	2	2	3	1	0	0	0	0	0	0	0	0
July 20-23	2	2	2	1	1	0	0	0	0	0	0	0	0
July 27-30	2	0	1	0	0	0	0	0	0	0	0	0	0
August 3-6	4	0	0	2	0	0	0	0	0	0	0	0	0
August 10-13	4	0	2	2	0	0	0	0	0	0	0	0	0
August 17-19 (storm August 20)	1	0	1	1	0	0	0	0	0	0	0	0	0
August 24-27	0	0	0	2	0	0	0	0	0	0	0	0	0
Total # of Days Occupied	36	6	10	26	5	0	0	0	0	0	0	0	0
Total % of Occupied	71%	12%	20%	51%	10%	0%	0%	0%	0%	0%	0%	0%	0%
Designated Area 8	Commercial Summary (June 1 to August 31)			Expressive Activity Summary (June 1 to August 31)									
# days surveyed	51			# days surveyed					51				
# of Commercial Spaces	3			# of Expressive Spaces					10				
Max Occupancy Rate	153			Max Occupancy Rate					510				
Actual Occupancy Rate	52			Actual Occupancy Rate					31				
Percent Occupancy Rate	34%			Percent Occupancy Rate					6%				

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Table 9: Field Survey Occupancy Rate Aggregated

	51 days		51 days	
	Commercial Max Occupancy	Commercial Actual Occupancy	Expressive Max Occupancy	Expressive Actual Occupancy
Designated Area 1 (6 spaces)	153	17	153	1
Designated Area 2 (2 spaces)	51	48	51	14
Designated Area 3 (12 spaces)	306	228	306	52
Designated Area 4 (12 spaces)	306	266	306	281
Designated Area 5 (6 spaces)	153	69	153	57
Designated Area 6 (8 spaces)	204	121	204	108
Designated Area 7 (18 spaces)	510	357	408	281
Designated Area 8 (13 spaces)	153	52	510	31
	1,836	1,141	2,091	825
	Commercial =	62%	Expressive =	39%

Combined Max =	3,927
Combined Actual =	1,966
Combined Occupancy =	50%