

LJPB Directors- here's a fresh update from the sidewalk vending and planned enforcement meeting hosted this afternoon by the Mayor's staff, and Council District 1 & 2 representatives, Parks & Rec Chief Ranger Michael Ruiz and Andy Field, and SDPD officers. And in the audience were about 8 of us coastal community group leaders from OB, MB, PB, and LJ.

I was very impressed by all the departments of the City at today's meeting, and of their coordinated enforcement plan and policies going forward (finally!).

- real enforcement begins Feb 1, which means sidewalk vendors will not be allowed at Scripps Park and Children's Pool (and other coastal areas). Chief Ruiz said many or most vendors that are currently setting up have been warned and educated of the upcoming day, and Rangers will now be issuing warnings and citations starting Feb 1.
- Rangers expect the vast majority of current vendors to comply early on, and are just waiting for the final day of tolerance of Feb 1. I think there will be very noticeable results in the first weekend with the Park opening back up, and significant decrease in the presence of vendors.
- there's 2 Rangers dedicated on SV to begin from OB to LJ, but all Rangers can cite.
- SDPD will only be called in on more non-compliant and combative issues, and only to keep the peace. SDPD will not be doing the day-to-day active enforcement.
- City Code enforcement representative was on the call, and that department sounds like they are now able to step up their enforcement on issues too.

- Ice Cream Trucks that park all day at Scripps Park and Children's Pool were also brought up, and there was attention and interest from the City to enforce that issue.
- citizens can also report SV violations by using the Get it Done app, and currently use the 'other' selection. The City expects to have a specific SV selection in the software app soon.
- First Amendment setups will also be addressed more acutely as to whether they're accepting payment or not, and location where they can setup. It sounds like the tie-dye t-shirt vendors that have been setting up at CP and Scripps Park for decades will become more scrutinized and restricted in any permitting they may get.
- the City has a public website for all things SV, and they just updated the map section to show ALL La Jolla coastline parks and beaches in 'red' which means no vending allowed year round. That includes Scripps Park, CP, all along Coast Blvd, the pocket beaches and Windansea, and the Bird Rock park and beach spots. Check all the coastal red areas that we just got the City to update: <https://www.sandiego.gov/sidewalk-vending/maps>.
- if there are SV problem areas or violations that pop up in the future, we'll be able to report directly to a City or P&R rep.