City Council Work Session Handouts
January 13, 2020

I. Review and Discuss Update to the Mobile Food Vendor Ordinance

II. Review and Discuss the Parks and Recreation Department’s 60th Anniversary
Mobile Food Vendor Ordinance Update
January 13, 2020

City of Richardson
Health Department
Council Strategy

• Enhance the Quality of Life of Our Stakeholders
  – Tactic
    • Review food truck regulations to ensure an informed approach
Overview

- Propose an update to the ordinance (adopted in 2015) to better reflect the evolution of food truck operations in our community and their use by our corporate citizens and commercial properties
- Review the four types of mobile food vendors
- Review current ordinance
- Review proposed changes to the ordinance
- Consider Council feedback on proposed regulation changes
Overview

• Currently 37 permitted mobile vendors
• Minimal impact to vendors
• Continue to facilitate mobile food vending services in the city while maintaining community integrity
Types of Mobile Food Vendors

- Temporary events (no changes proposed)
- Open Air or Farmer’s Markets (no changes proposed)
- Short term mobile vendors (changes proposed)
- Food Truck Park (no changes proposed)
  - *Special use permit required through the Development Services Department for mobile food vending as primary use of a property*
Current Regulations

Short Term Mobile Vendors

- Must have a health permit and a solicitors permit issued by the Police Department
- Must meet regulations provided by the Texas Food Establishment Rules
- Must have access to a commissary
- Must meet Fire Code
- All food prep, cooking, service must take place within the confines of the vehicle
- Vending on public street is only in residential neighborhoods and the vehicle can only stop for 15 minutes in response to a request from a customer
Current Regulations

Short Term Mobile Vendors On Private Property

• Vend only from a motorized vehicle
• Limit 10 consecutive hours at a single location
• Allowed to use temporary tables and chairs near the vehicle
• No signage other than those permanently attached to the vehicle and a menu board sign 8 sq. feet in area or smaller
• Demonstrate motor vehicle is operable upon demand
• No alteration of vehicle or surrounding area that would prevent mobility
• Have access to a restroom within 1000 feet
• Written consent from property owner/manager
• No more than two vendors at the same time
• No vending past midnight
Proposed Changes

Short Term Mobile Vendors

• 12-121(i)(2)

• Proposed addition - Only do so as an accessory use to the primary uses located on the same property, and as such, shall, to the extent practicable, locate and orient the vehicle and appurtenances on-site in a manner that clearly serves employees and patrons of the primary use of the property and not to attract or solicit business from neighboring streets or the public in general.
Proposed Changes

Short Term Mobile Vendors

- 12-121(i)(4)
- Current
  - Stop the motorized vehicle for a period not to exceed ten (10) consecutive hours at a single location.
- Proposed
  - vend between the hours of 7:00 a.m. to 6:00 p.m. only unless otherwise approved by the Director of Health but still limited to the hours of operation of the primary use located on the property
Proposed Changes

Short Term Mobile Vendors

- 12-121(i)(5)
- Current
  - Be prohibited from erecting placing or displaying any signage except
    - Signage permanently attached to the motorized vehicle
    - Menu board signs, 8 sq. feet or smaller, placed adjacent to the motorized vehicle on private property
- Proposed
  - Comply with all sign ordinance regulations and be prohibited from erecting placing or displaying any signage including animated or electronic messaging signage except
    - Non animated, non electronic messaging signage permanently attached to the motorized vehicle
    - Menu board signs, 8 sq. feet or smaller, placed within 10 feet of the motorized vehicle on private property
Proposed Changes

Short Term Mobile Vendors

• 12-121(i)(11)

• Current
  – Not engage in mobile vending operations past midnight 12:00 a.m.

• Proposed
  – Eliminate. Addressed 12-121(i)(4) limiting vending to 7:00 a.m. – 6:00 p.m.
Proposed Changes

Short Term Mobile Vendors

• 12-121(k)

• Proposed addition
  – In addition to submission of an application to the Director of Health or his designated representative, any person engaged in or attempting to engage in mobile vending operations involving food products outside the parameters listed in 12-121 (i) (1-10) may do so only on properties where City Council has approved a Special Permit for that express purpose.
Next Steps

- Question and Feedback
- Consider adoption January 27 City Council Meeting
Richardson Parks and Recreation
60th Anniversary Celebration
Richardson City Council
January 16, 2020

City of Richardson
Parks & Recreation Department
The Early Years: 1956-1959

• 1956: Richardson purchased the first park lands – Terrace Park for $20,000 and 22 acres of Heights Park for $50,000

• 1957: A community center of 5,400 sq. ft. was built for general recreational use on Lockwood Dr., the current Richardson Masonic Lodge

• 1958: Second segment of Heights Park was purchased; 10-week summer recreation program was conducted in the mornings; $100,000 bond issued for park improvements
The Early Years: 1956-1959

On December 29, 1959, Richardson City Ordinance #137-A created “a department of city government to be known as the Department of Public Parks”
2019 PARKS AND RECREATION AT A GLANCE

PARKS
- 38 Parks
- 17 Public Buildings
- 510 Acres of Medians and Median
- 91 Miles of Trails (Paved and Soft Surface)
- 32 Playgrounds
- 1,841 Acres of Parks and Green Space
- 13 Lighted Baseball Fields
- 24 Restroom Buildings
- 32 Pavilions
- 230 Total Acres of Athletic Fields
- 9 Ponds
- 45 Acres of Wildflowers Planted Each Year

FACILITIES
- 1 Dog Park
- 1 Gymnastics Center
- 2 Recreation Centers
- 1 Veterans Memorial
- 1 Inclusive Playground
- 1 Senior Center
- 1 Aquatics Center
- 4 Neighborhood Pools
- 1 Tennis Center
- 30 Tennis Courts
- 3 Butterfly Gardens
- 2 Nature Areas

RECREATION & EVENTS
- 1,500 Swim Lesson Participants
- 6251 Volunteers Supporting Events
- 171,000 Recreation and Senior Center Visits Annually
- $21,000 Annual Donations to Local Charities from Events
- 5,500 Recreation Center Members
- 9,500 Recreation Program Registrations
- 56+ Marketing Awards
60th Anniversary Activities

- Five weeks of celebration December 29 - January 31
- Celebration, marketing and engagement are the goals
- Prizes to be won and special offers to recreation center members

#RPARDis60
Membership Incentive – thru January 31

Celebrate 60 – In honor of Richardson Parks and Recreation Department’s 60th anniversary, renew your membership at Heights or Huffhines Recreation Centers and receive 60 bonus membership days!
Week 1 – Selfie Scavenger Hunt

• December 30 – January 3
• Take a photo of yourself at various parks and recreation locations based on riddles posted on Facebook
• Tag the post with #RPARDis60
• First to post with the correct location and hashtag won a prize
• Everyone who posted was entered into a drawing for each day.
Week 2 – Online Trivia

• January 6 – 10
• Three – six questions about the Parks and Recreation Department are posted on Facebook each day
• The first person to answer all questions correctly wins a prize
• Anyone who participates is entered into a drawing each day
Week 3 – Traveling Game

- January 13-18
- Facilities participating include the Tennis Center, Gymnastics Center, Senior Center, Huffhines Recreation Center and Heights Recreation Center
- The game appears at a different location each day
- Draw a specially numbered ball from a ball hopper and win the prize corresponding to that number
- The number 60 wins a special 60th Anniversary item
Week 4 – Old School Scavenger Hunt and Customer Appreciation Parties

• January 20 – 31
• Customer appreciation parties with refreshments at a different facility each day
• Scavenger Hunt - Look for posters at recreation facilities or find the online post with the first riddle which will lead you to remaining riddles. Solve the four riddles and find a prize at the final location
Marketing and Engagement

- Views of the department’s Facebook page increased 71% from the previous weeks
- Post engagements increased 65% from previous weeks
- Reached over 15,500 people (likes, posts, shares, impressions)
- Developed new page followers
- First day of selfie scavenger hunt – 4,400 reaches, 101 reactions, comments and shares
- Simple yet effective ways to engage the community
Social Media Engagement

City of Richardson Parks & Recreation
Published by Yvonne Cascada Falgout @11 - January 2 at 2:30 PM

Riddle #4 takes you to a newer development... did you find it? Here is a hint just in case you need it.

Selfie Scavenger Hunt
Riddle #4, Clue #1
I am a door with no hinges, with a beautiful leafy face. You pass through me to get to this place.

Just south of Cityline you will find the granite gateway.

Solve this riddle, post a selfie on Facebook & Instagram with #RPARDis60
First Person to solve the daily riddle and post a selfie correctly wins. All others will be entered into a drawing.

706 People Reached
24 Engagements

Riddle #4 Solution, check back for the final riddle of the week!

City of Richardson Parks & Recreation
Published by Yvonne Cascada Falgout @11 - January 3 at 8:00 AM

Selfie Scavenger Hunt
Riddle #4 Solution
I am a door with no hinges, with a beautiful leafy face.
You pass through me to get to this place.

Spring Creek Nature Area Portals

Solve this riddle, post a selfie on Facebook & Instagram with #RPARDis60
First Person to solve the daily riddle and post a selfie correctly wins. All others will be entered into a drawing.

706 People Reached
15 Engagements

City of Richardson Parks & Recreation
Published by Yvonne Cascada Falgout @11 - January 3 at 10:22 AM

You have had great participation so far for the Selfie Scavenger Hunt - THANK YOU!

Today is your last day to participate and try for a prize. The first person to solve today’s riddle will win and then Saturday morning we will do one more drawing for a final winner.

Here are the winners from Monday - Thursday, thank you all for participating! If you won and haven’t gotten your prize, please message us for details!

Selfie Scavenger Hunt
Winners for the Week
Jeanie Stokk
Nicolas Mageria
DaNey McLean
Justin Maldonado
Dean Erickson
Sally Olguin

We still have a chance for 2 more winners with the final riddle and drawing! If you are on this list and haven’t picked up your prize, please private message us or call 972-744-4300.
The City of Richardson Parks and Recreation Department in Texas just turned 60 and there are several activities planned throughout the month of January to celebrate the milestone. ow.ly/1FVg50xOpOP
# January Calendar

**SUNDAY** | **MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** | **SATURDAY**
---|---|---|---|---|---|---
29  | 30  | 31  | 1  | 2  | 3  | 4  
**ALL MONTH LONG**  
Price increases to $5.00 and up  
All programs available at  
www.richardson.org  
**ALL MONTH LONG!**

6  | 7  | 8  | 9  | 10  | 11  
**Online Trivia Games**

12  | 13  | 14  | 15  | 16  | 17  | 18  
Games in the Park  
9 a.m. to 9 p.m.

19  | 20  | 21  | 22  | 23  | 24  | 25  
**Cardiac Reconditioning**  
9 a.m. to 11 a.m.

26  | 27  | 28  | 29  | 30  | 31  | 1  
**Customer Appreciation**  
Trinity Center  
9 a.m. to 11 a.m.

**Parks & Recreation**

**Richardson, Texas**
For more information:

Facebook – City of Richardson Parks & Recreation
(Follow us and Like us!)

https://www.cor.net/departments/parks-recreation/60th-birthday-celebration