



CITY OF MADISON STREET VENDING

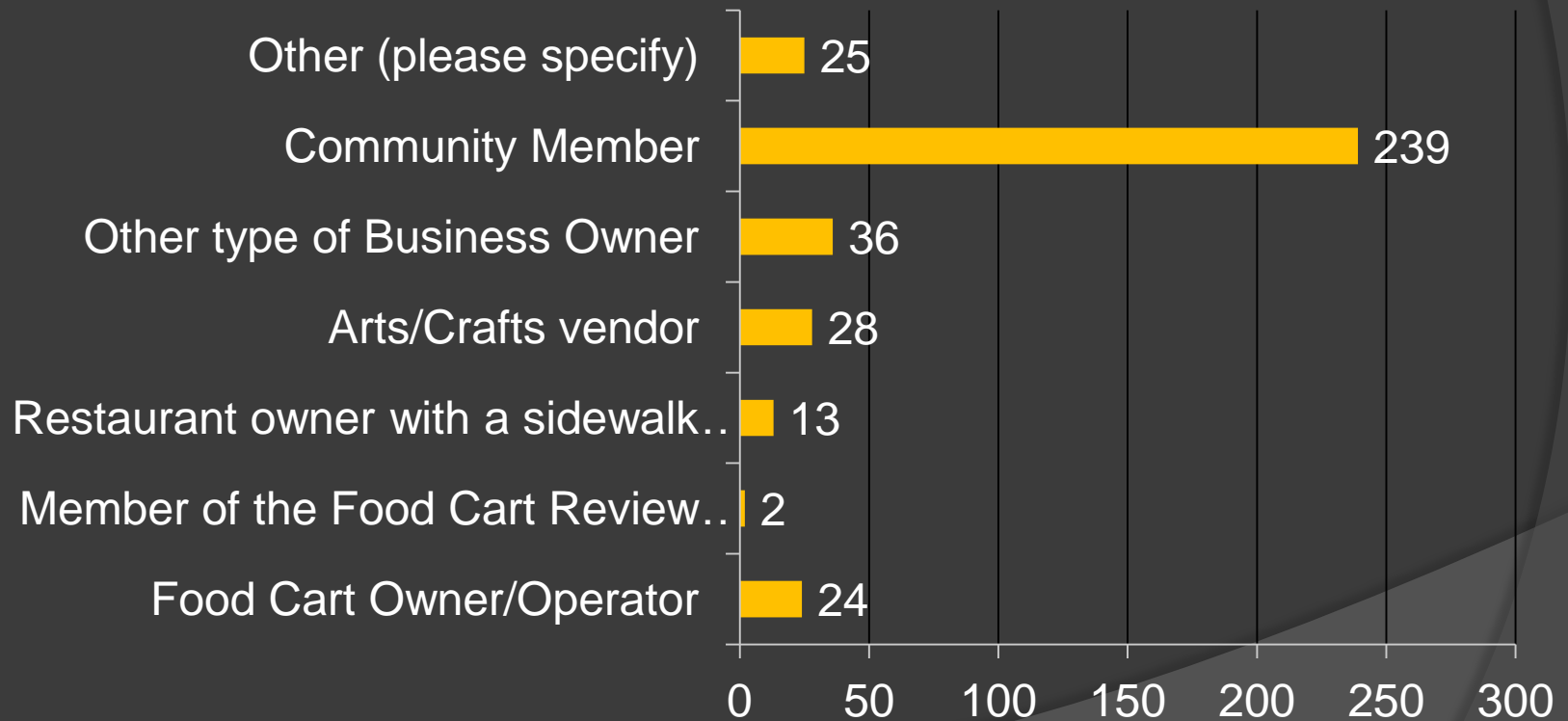
Summary of Survey Responses



March 2017

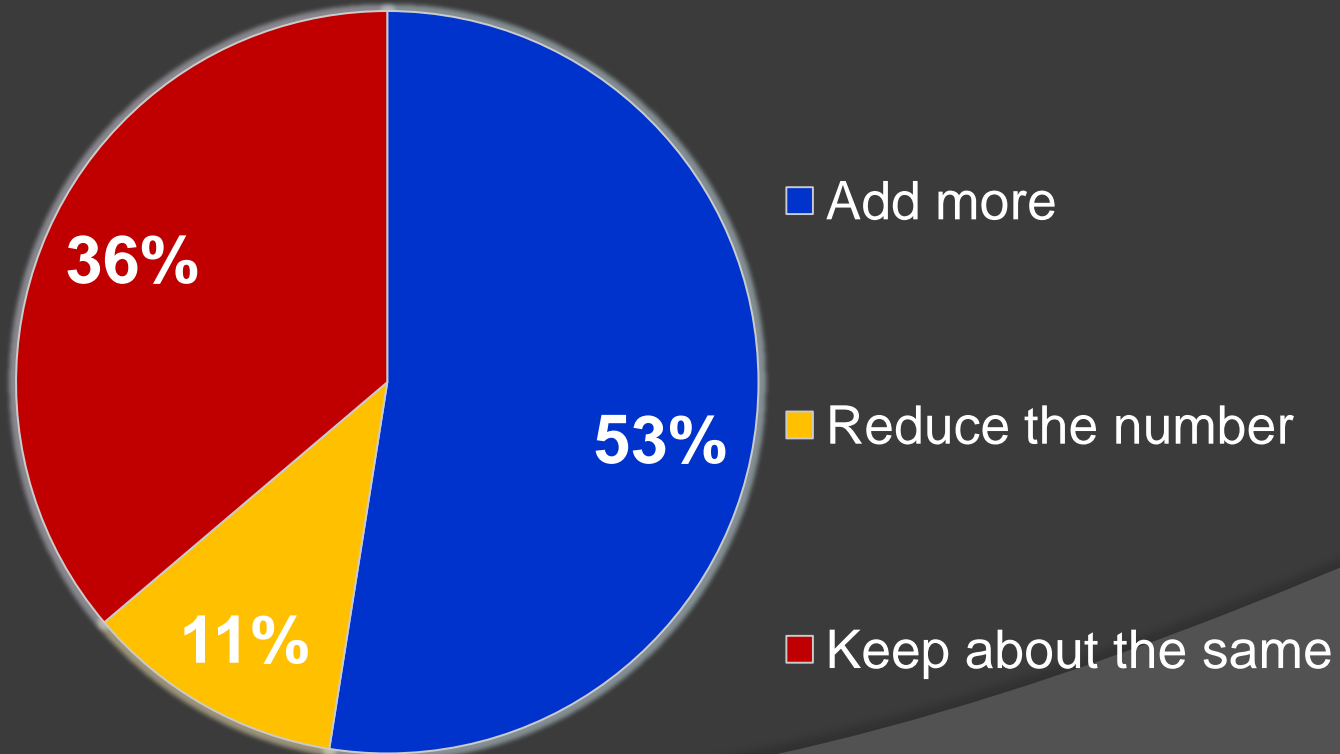
Most survey respondents are “Community Members” with no vested interest in Street Vending

Survey Respondents



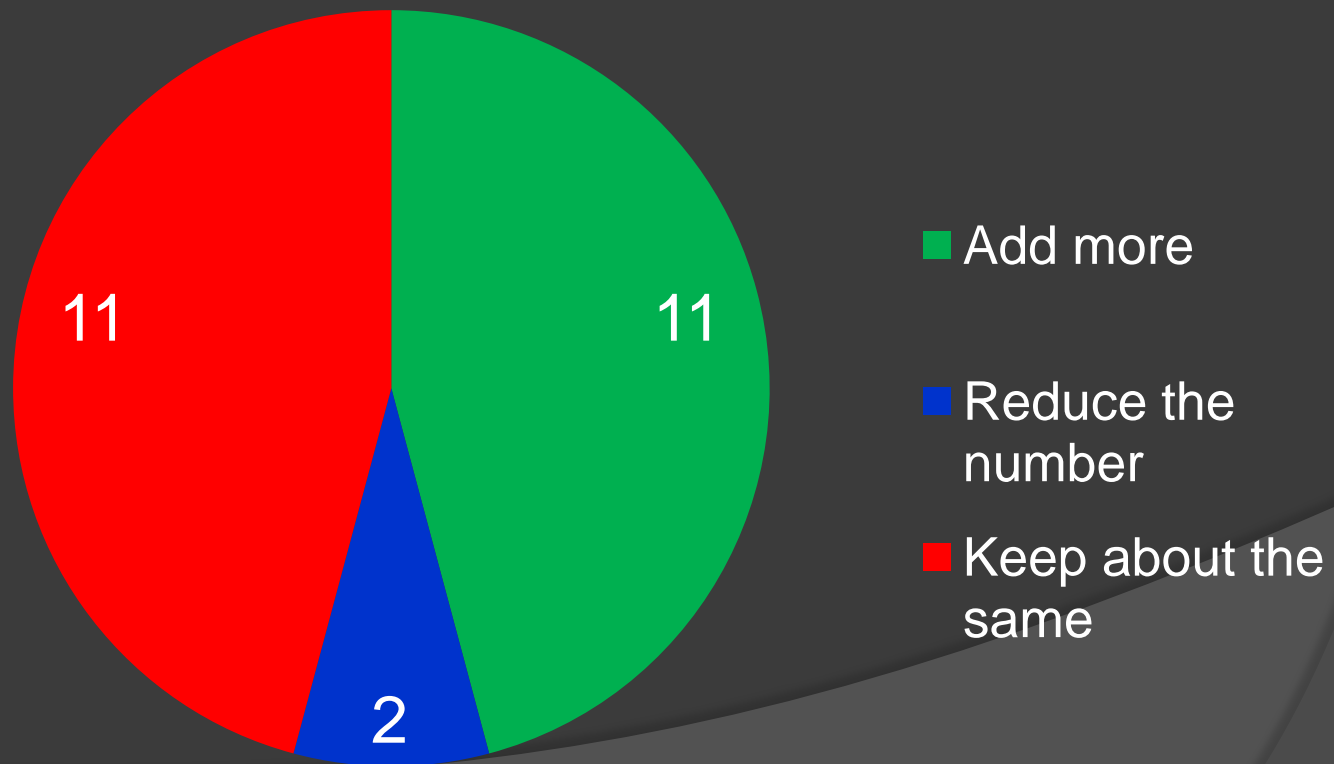
Over 50% of respondents want more carts downtown

How do you feel about the number of downtown food cart sites



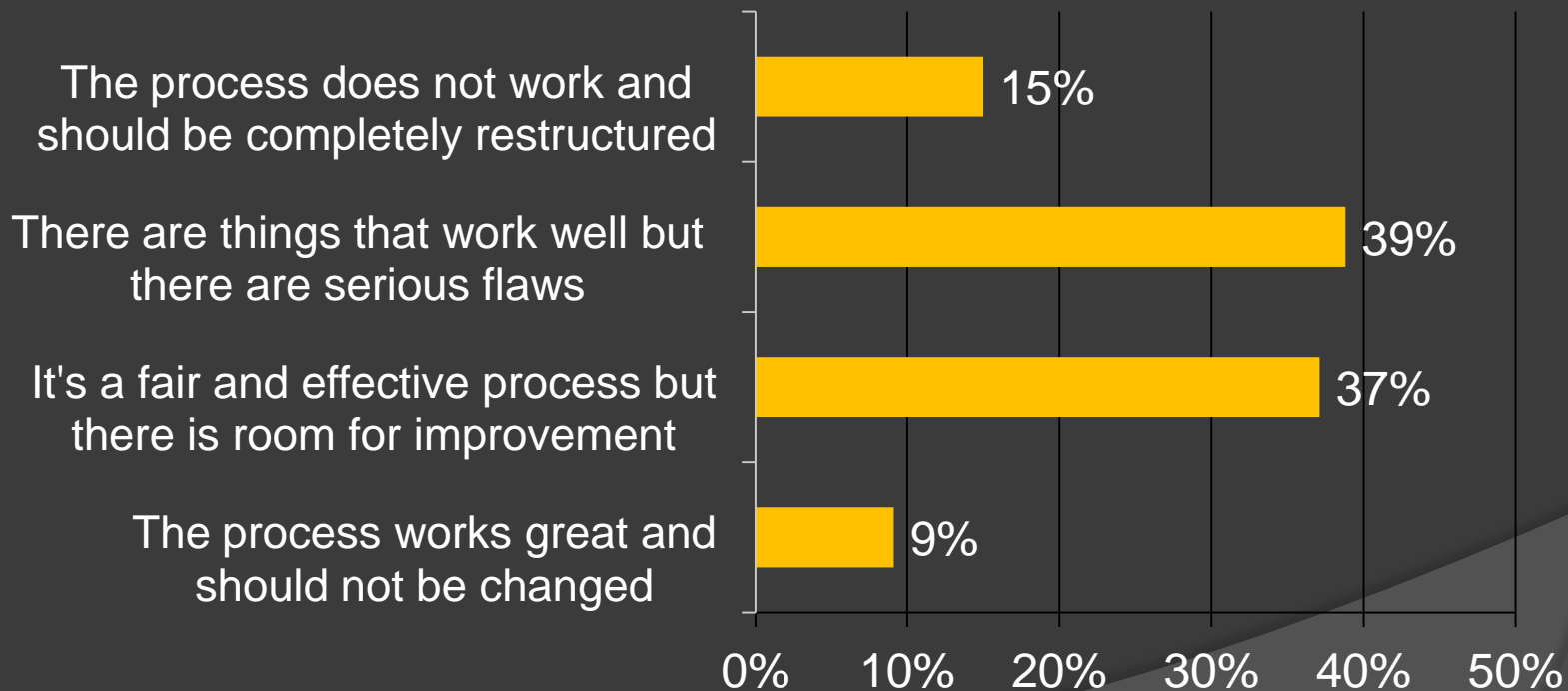
Food Cart Operators split on more carts or the same number

FOOD CART OPERATORS: How do you fell about number of carts?



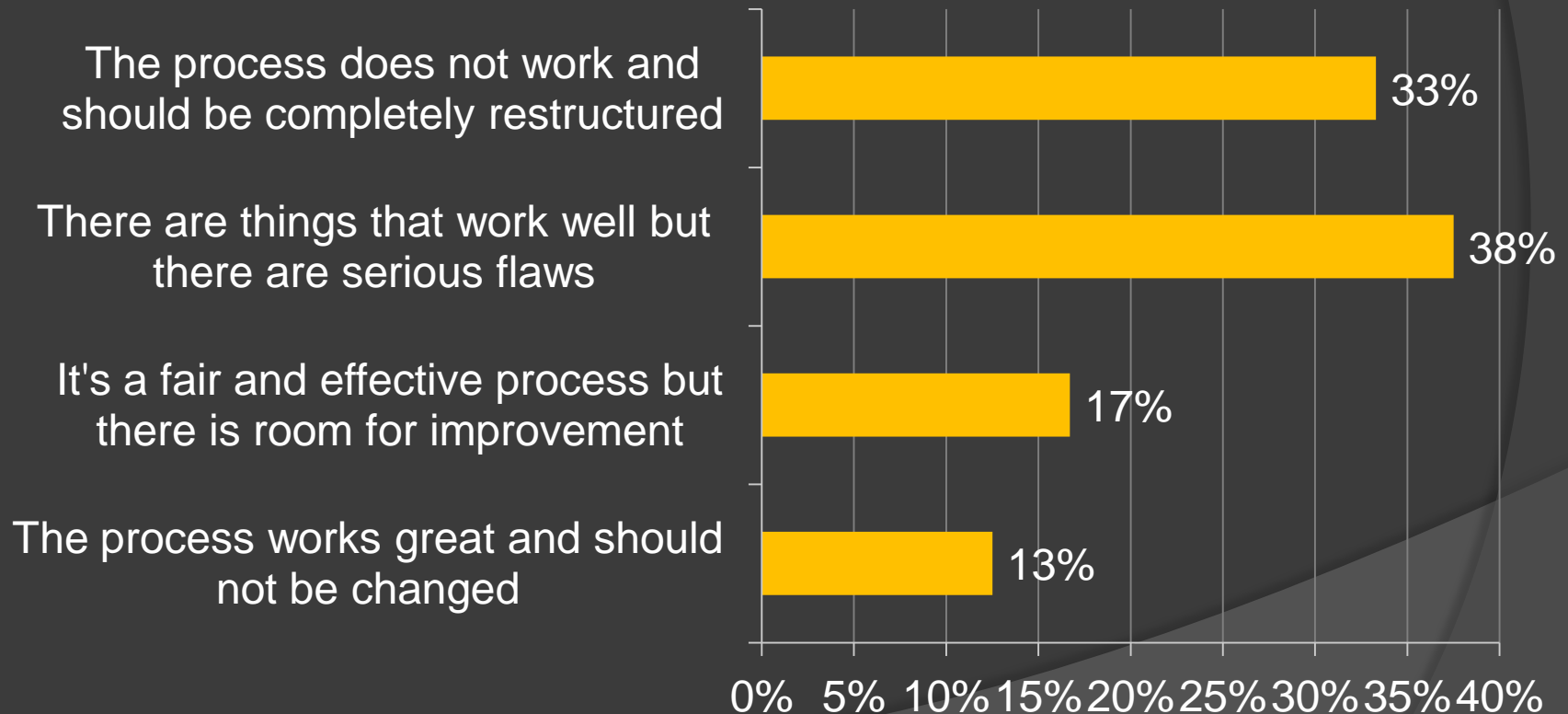
Most respondents want some change to food cart review process, but not “drastic” change

How do you feel about the Food Cart Review Process?



Food Cart Operators Want More Significant Change to Food Cart Review Process

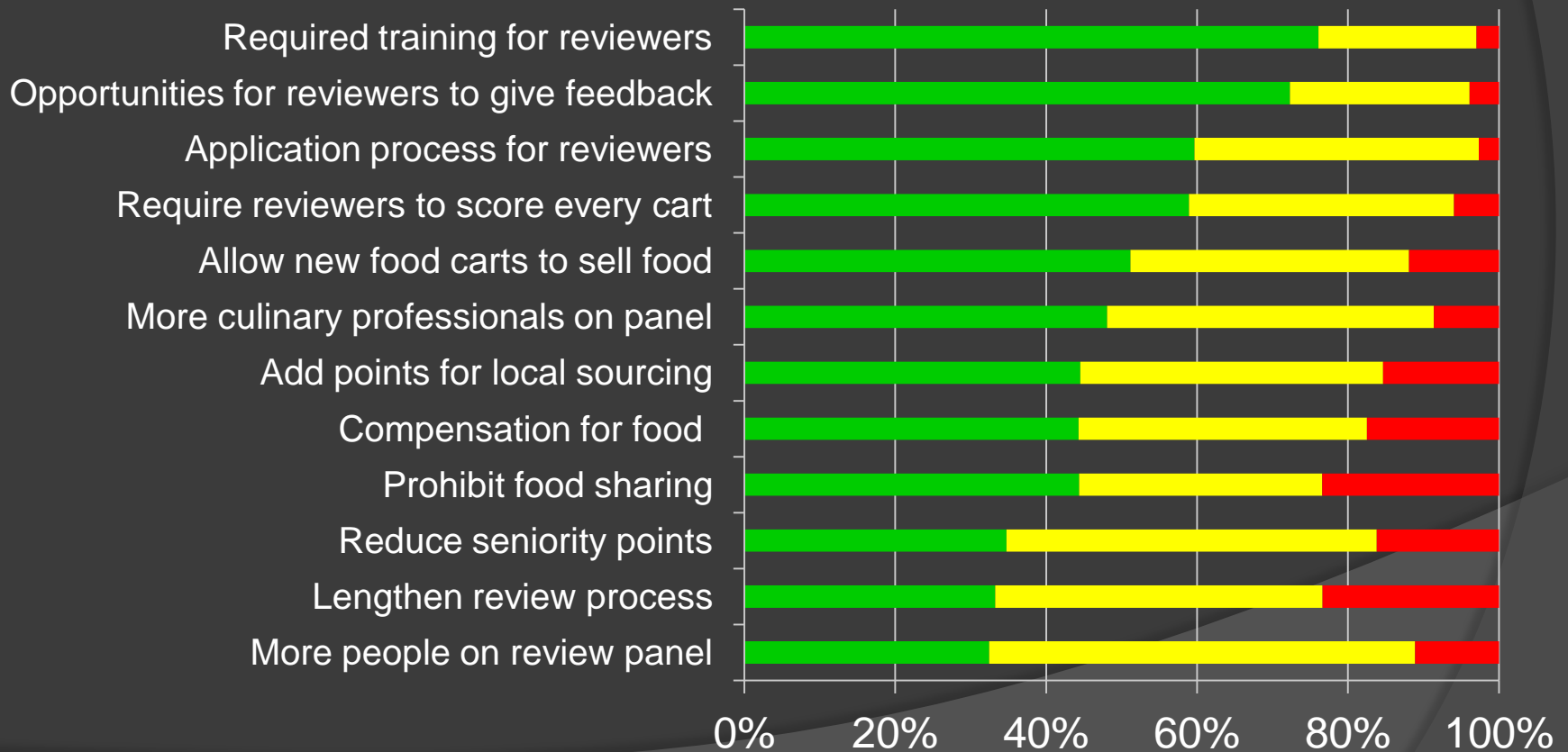
Food Cart Operators: How do you feel about food cart review process



Many potential changes to the Food Cart Review Process have strong support

How do you feel about these possible changes to the Food Cart Review Process?

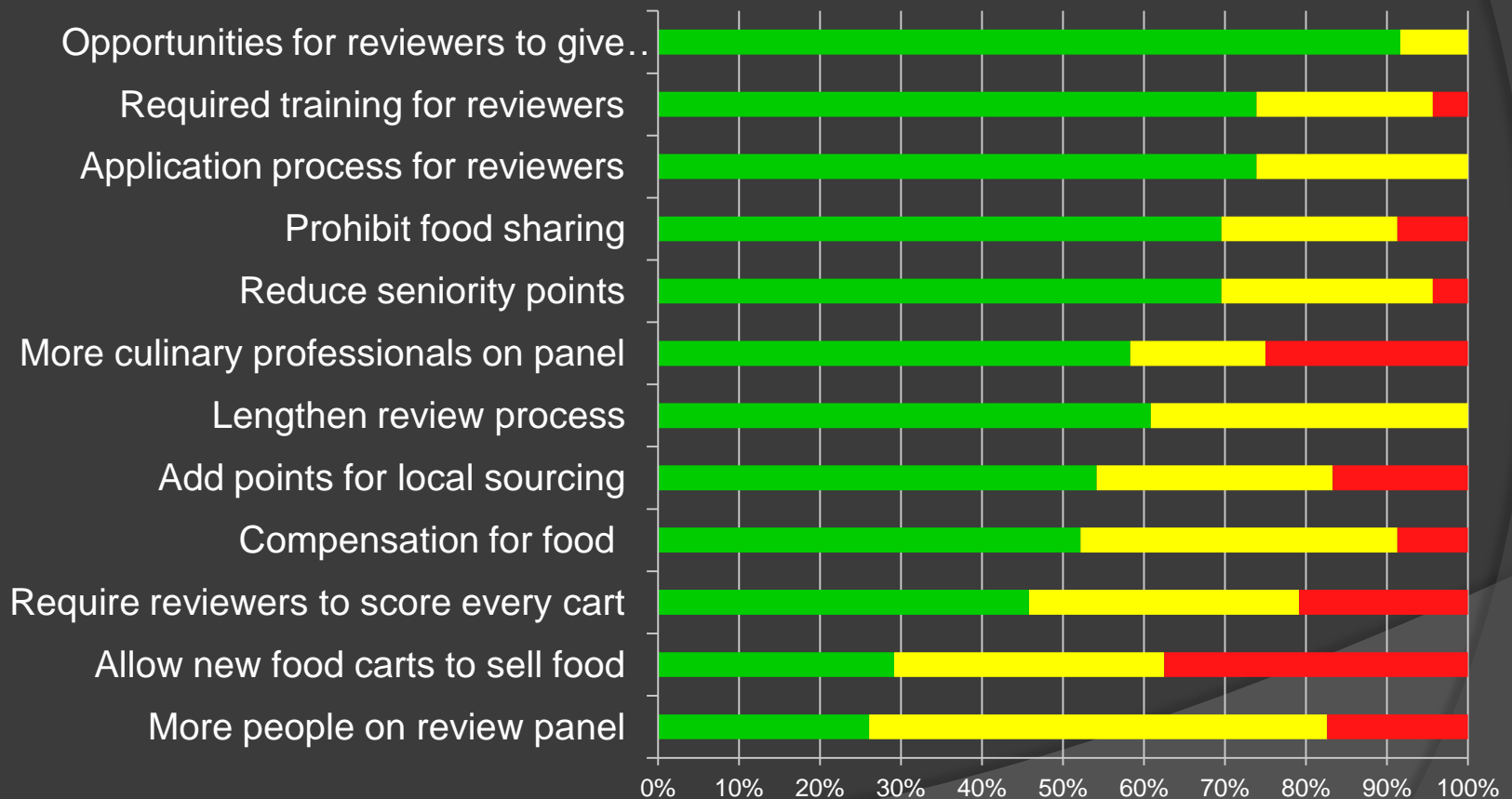
■ Good idea ■ Worth considering ■ Bad Idea



Food Cart Owners Want Similar Changes as other Respondents

Food Cart Owners Only

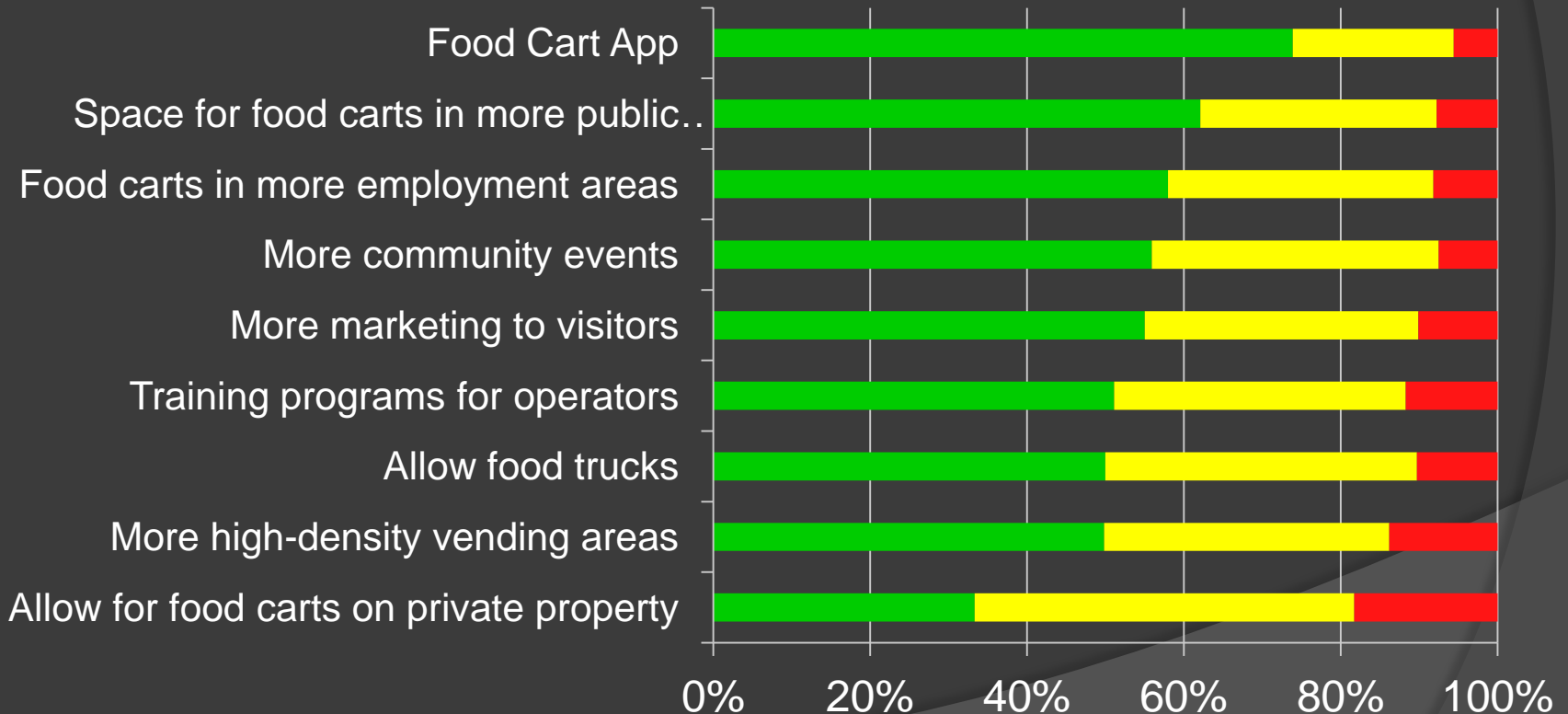
■ Good idea ■ Worth considering ■ Bad Idea



Many potential changes to food cart policies in general are supported

How do you feel about these ideas for food carts in general?

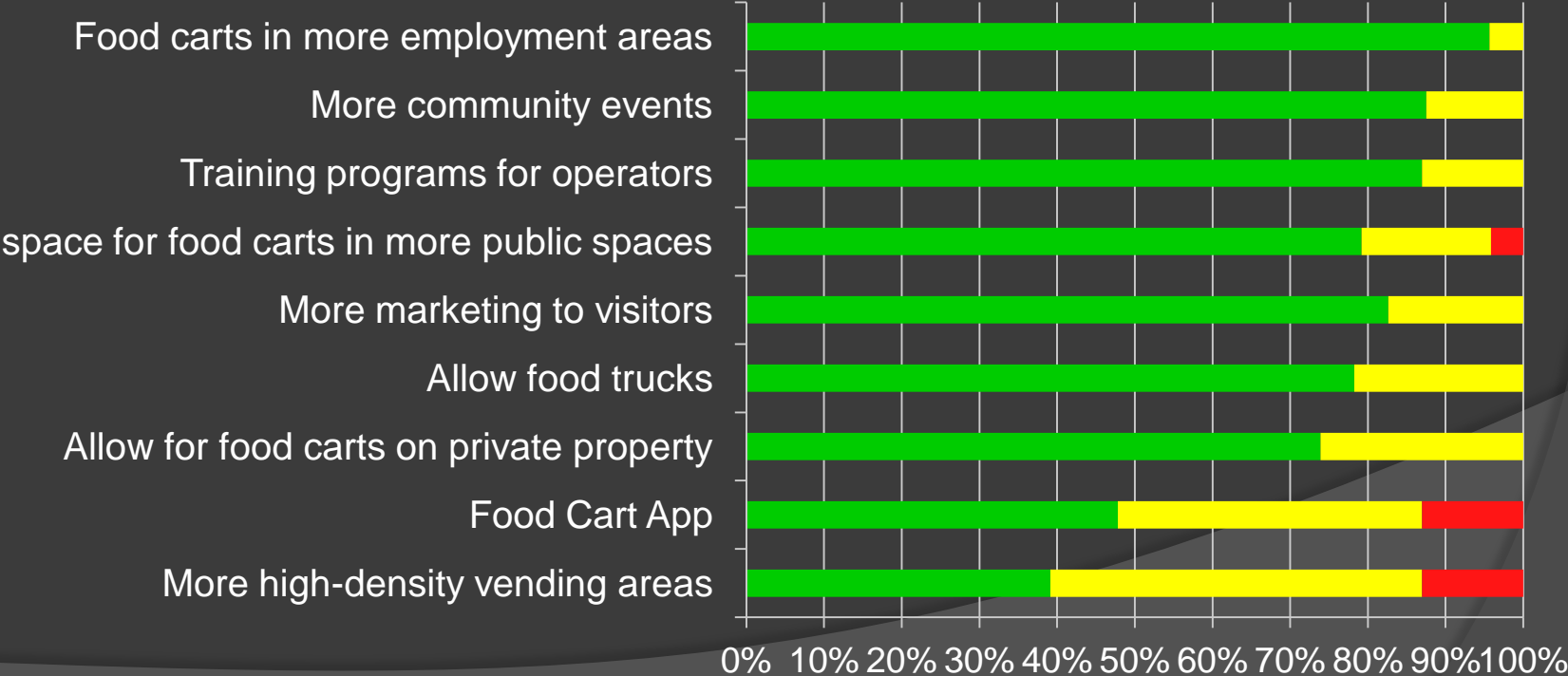
■ Great Idea ■ Worth Considering ■ Bad Idea



Food Cart Operators have different ideas about policy changes

Food Cart Operators Only: Other Ideas for Food Carts

■ Great Idea ■ Worth Considering ■ Bad Idea



Overall Conclusions

- A lot of people are interested in street vending and want to share input
- Mixed feelings but overall people want more food carts downtown
- Overall, people want to see changes to the food cart review process, but don't want "drastic" changes
- Food Cart operators more likely to want more significant change to the review process
- Support for a variety of additional policy changes to foster more mobile food vending

Conclusions: Food Cart Review

Strongly Supported Changes:

- Training for reviewers
- Application process for reviews
- Process for reviewers to give feedback to carts

Moderately Supported Changes:

- More culinary professionals on review panel
- Lengthen process
- Increase size of the panel
- Reduce seniority points

Conclusions: Broader Food Cart Policy

Strongly Supported Changes:

- Food Cart App
- More places for food carts in employment areas and public space
- More food cart community events

Moderately Supported Changes:

- More marketing to visitors
- Allow food carts on private property
- Allow food trucks
- Training programs for operators