Policy Review on Unpermitted Food and Merchandise Vending

Response to Statement of Legislative Intent MO-003S-A

STEPS Seattle City Council Committee

May 21, 2026

Introduction

SLI Response Phases

1. April 30, 2026
   - Strategies for immediate implementation

   Summer 2026: Learnings from FIFA

2. September 30, 2026
   - Peer best practice
   - Policy options
   - Department coordination

Approach

Goals During FIFA

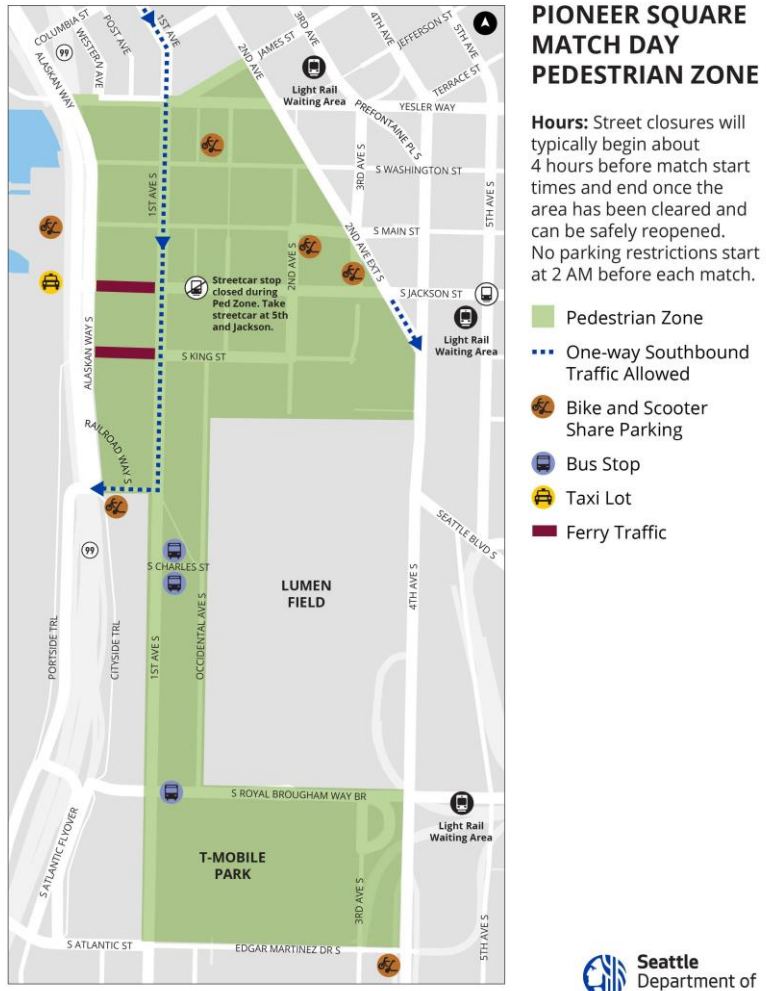
- Activate public spaces with permitted activities
- Expand access to economic opportunity
- Education and safety-first enforcement approach
- Limit the likelihood of food borne illness
- Leverage FIFA to test new approaches.

Education: Public Health and Consumer Awareness

- Physical signage in key downtown areas
- English and Spanish radio ads
- Digital content: Social media, blogs, other website content
  - Key health and safety webpage: kingcounty.gov/health/visitors
- Health & safety postcards for community partners and hospitality groups

Opportunity: Permitted Activations During FIFA

- **Sharing the Plan**
  - Pioneer Square pedestrian zone on game days
  - This space will serve many purposes:
    - Make more space for people to walk, roll, and gather
    - Manage queuing for a single stadium entry point
    - Support heavy activation in Pioneer Square, with watch parties, bands, entertainment, and additional business opportunities like outdoor dining and vending

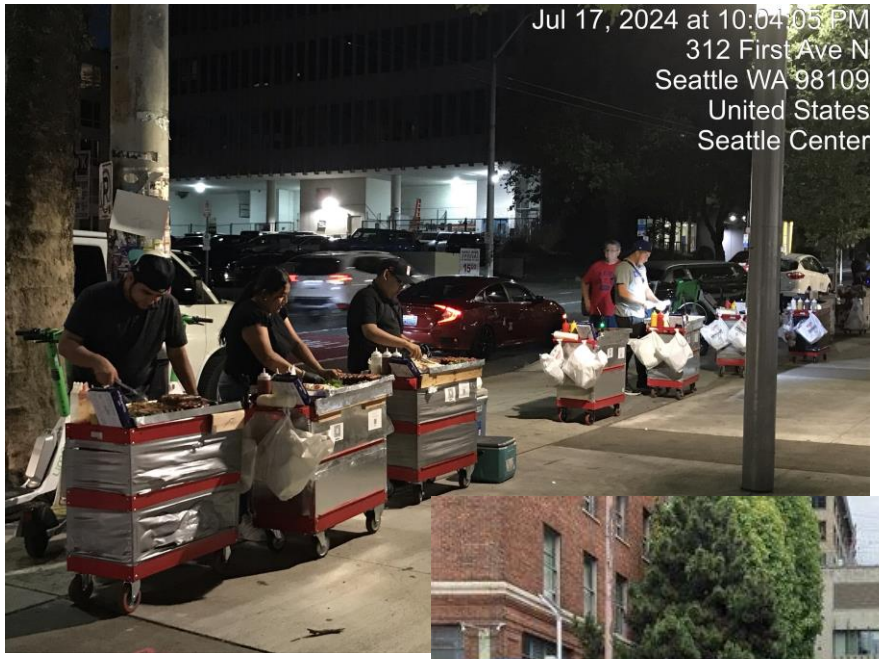


Opportunity: Permitted Activations During FIFA

- **Increasing Permitted Activations**
  - Seasonal outdoor dining over the summer, with financial support from OED
  - Additional vending opportunities

Enforcement: Pilot New Approaches

- Authority Alignment
  - Review delegating enforcement authority between City departments
  - Will improve effectiveness of enforcement at key unpermitted vending locations



Enforcement: Coordinated Enforcement

- Coordinated Enforcement
  - For FIFA, set up coordinated enforcement teams to include City and agency enforcement partners
  - Will have shifts before and after games