



# Alameda County Economic & Civic Development Resource Guide for **Sidewalk Vending**



**The Economic & Civic Development Department (ECD)** promotes economic development and public/private investment in the unincorporated communities of Alameda County. The unincorporated communities include Ashland, Castro Valley, Cherryland, Fairview, Hayward Acres, San Lorenzo, Sunol & Unincorporated East County.

We also provide individualized assistance with your business journey and sponsor many workshops and trainings that are **FREE** to our Alameda County residents. Here you will find a quick checklist to permitting your sidewalk vending business and business resources that can assist you and your business's success.

## Free Individual Business Support

### One-on-one advising with the Small Business Development Center (SBDC)

ECD sponsors free, individualized and confidential one-on-one advising with the SBDC for existing businesses and start-ups within the unincorporated areas of Alameda County. SBDC wants to help you create jobs, grow your business, or start a new one.

#### Advising Topic Examples:

- Business Plans
- Capital Sourcing
- E-Commerce/Internet Marketing
- Marketing/Advertising/Public Relations
- Retail
- Procurement
- Restaurant Operations
- Patents, Trademarks, Copyrights
- New Product Development
- Human Resources
- Business Start-Up/Home-Based Businesses
- International Trade

**For more information** | Call (510) 670-6506

**ECD is always here to help!** *Contact us today!*

**Website:** [www.acgov.org/cda/ecd](http://www.acgov.org/cda/ecd) **Facebook:** [www.facebook.com/AlamedaCountyECD](https://www.facebook.com/AlamedaCountyECD) **Office:** 224 W Winton Ave, Hayward

# Food Business Resources *with Economic & Civic Development*



## Food Entrepreneurship Training Academy (FETA)

East Bay SBDC and ECD offers a free 10-part series on “Food Business Entrepreneurship” for participants interested in launching and growing food businesses in Alameda County in English and Spanish.

### Topics Include:

- Profitable Food Business Ideas and Trends
- Food Industry Exploration
- Marketing Fundamentals for the Food Industry
- Content, Engagement & Pricing Foundations
- Starting a Food Business
- ALCO’s License, Permits & Regulations
- Funding for Food Entrepreneurs
- Menu & Recipe Costs
- Catering & Events

**For more information** | Visit [www.eastbaysbdc.org/feta](http://www.eastbaysbdc.org/feta)

# Food Business Resources *with Environmental Health*



**Environmental Health Department**  
Alameda County Health



Come to a **FREE** Information session, on the first Wednesday of every month from 10:00 - 11:00 AM at the Alameda County Department of Environmental Health.

**Location:** 1131 Harbor Bay Parkway, Alameda, Room 106

**For more information** | Visit [deh.acgov.org/operations/mff.page](http://deh.acgov.org/operations/mff.page)

# Key Departments *in Regulation and Enforcement*



ALAMEDA COUNTY  
Community Development Agency



**Environmental Health Department**  
Alameda County Health

**Alameda County Planning Department**  
(510) 670-5400 | [PlanningInfo@acgov.org](mailto:PlanningInfo@acgov.org)

**Alameda County Code Enforcement**  
(510) 670-5460 | [PlanningCode.Enforcement@acgov.org](mailto:PlanningCode.Enforcement@acgov.org)

**Alameda County Environmental Health**  
(510) 567-6700 | [dehmobilefood@acgov.org](mailto:dehmobilefood@acgov.org)

# Make it legit! - *Check List*

**Below are the steps and required materials for obtaining an Alameda County (ALCO) Sidewalk Vending Permit, presented in the order we recommend.**

- 1. Review ALCO's Sidewalk Vending Ordinance**  
Alameda County General Ordinance Code, Chapter 3.36, the Alameda County Sidewalk Vendor Ordinance.
- 2. Obtain Mobile Food Facility Permit (Fee: \$207)**  
If handling or selling food, apply for and obtain a Mobile Food Facility Permit with ALCO's Environmental Health
- 3. Obtain California Seller's Permit (Fee: \$0)**  
If selling merchandise, apply for and obtain a Seller's Permit with the California Department of Tax and Fee Administration. The permit shall designate "Alameda County" as a location or sublocation.
- 4. Draft a Site Plan**  
All stationary sidewalk vendors are required to complete a Site Plan detailing the location of the proposed public sidewalk or other pedestrian path where they intend to operate on. ***Roaming side walk vendors do not need to complete a Site Plan.***
- 5. Apply for a Sidewalk Vending Permit with ALCO's Planning Department (Fee: \$273)**  
Select the appropriate Sidewalk Vending Permit based on the type of vendor (roaming or stationary) and the items you plan to sell (food and/or merchandise).
  - Proof of Liability Insurance (see Rules and Regulations)
  - Submit application in-person to ALCO Planning | 224 W. Winton Avenue Rm 111, Hayward
- 6. Apply for an ALCO Business License (Fee: \$80 First Year )**  
Following a review of application materials submitted through the e-Permits online portal, applicants will be notified by email when to obtain and upload an ALCO Business License.
- 7. Questions or Need Help Completing the Application**  
Call Alameda County Code Enforcement (510) 670-5460 or ECD's Permit Coach (510) 670-6506
- 8. Obtain Permit & Conduct Your Business!**  
Planning staff will contact you regarding permit application approval.

