

# LOCOROCO VENDING PROJECT

# HANDBOOK



# ABSTRACT

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## WHAT

We hope to create a system to assist the vendors with problems they face on a normal basis. By opening them up to more connections as well as providing a community for support, we aim to make the vending system better for working vendors.

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## WHY

Vendors run into many problems, including ticketing, regulations, travel, cost, and more. Their business is regulated by many different government authorities as well as other outside agencies. Connections to wholesale food can also cause a lot of trouble to vendors, due to the regulation on what can be sold and how.

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## HOW

By demonstrating the steps required to form this support organization, we can show others how this might be set up. By looking into how vendors can connect with different groups (restaurants, markets, etc.) and collaborate, our aim is to grow the vending system already in place so that it is a beneficial system for vendors.

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## WHO ARE WE

*As the designers of this handbook, our role is just to demonstrate the process and leave spaces for further growth of the handbook. Our role is not as the leading group of this organization, but rather just as spectators who update the handbook.*

*We have lived in and around NYC for enough time to see how big the street vending system is. When researching about it more and learning about all of the problems revolving the system, we wanted to see what we could do to change it.*

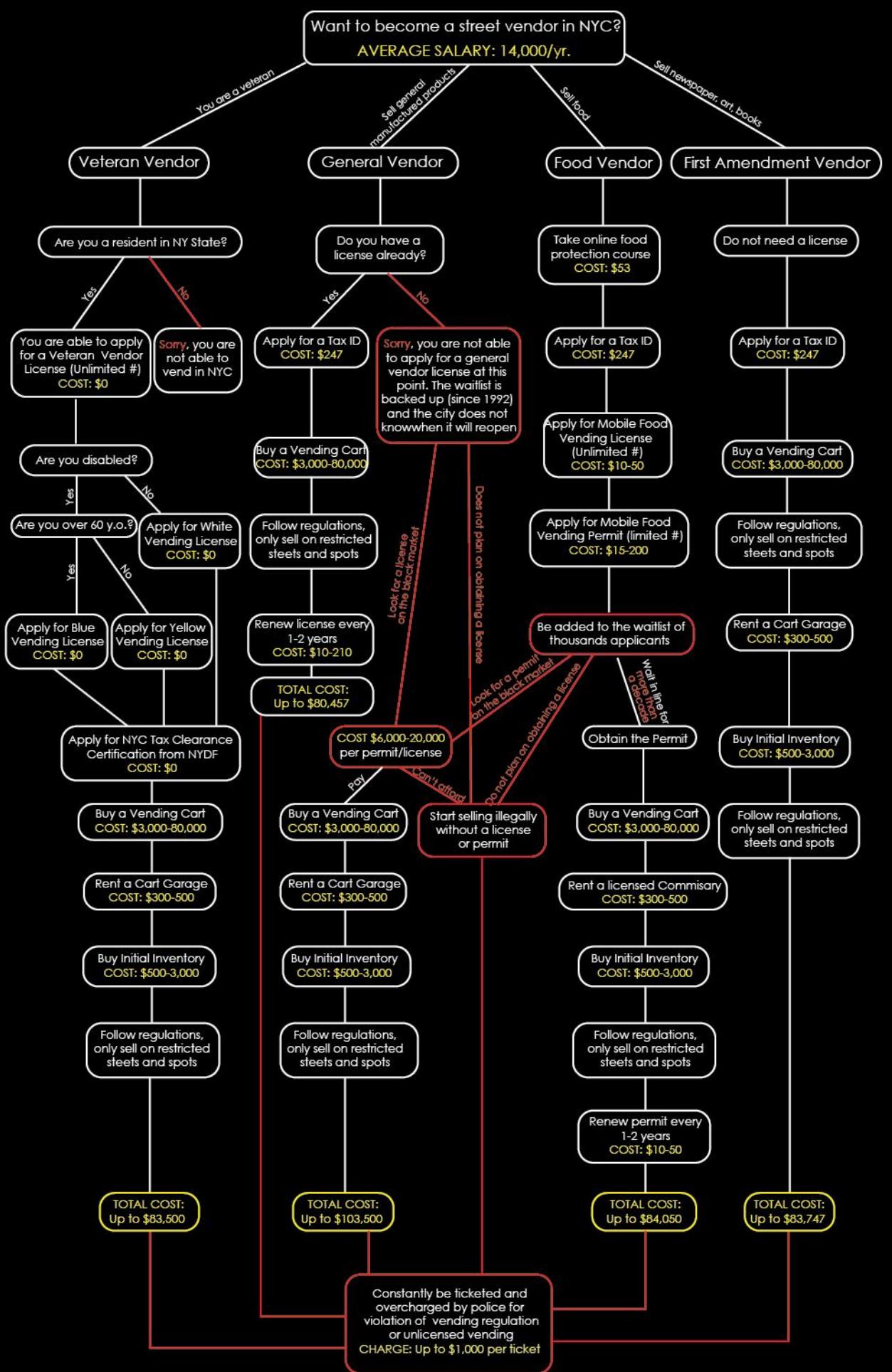
# PROJECT DESCRIPTION

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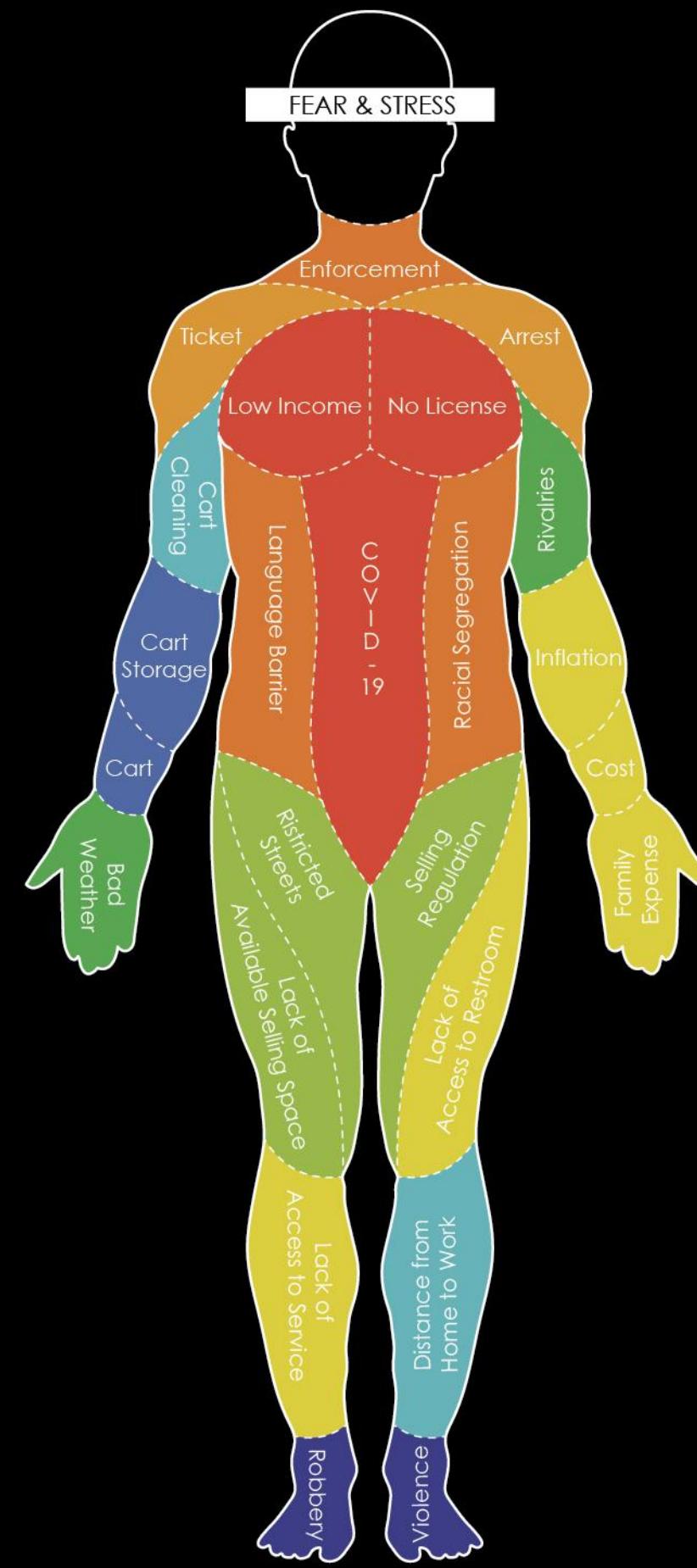
There are many difficulties that street vendors are facing, especially during the pandemic of COVID-19. License, high cost, low income, strict regulation and police enforcement have already been stressing vendors out, with the pandemic and the widespread of delivery service, street vendors are losing consumers and the source to support their families.

The LocoRoco vending project was inspired by the video game Loco Roco, where small dots gather together to become bigger dots to defeat enemies, and break in to small individual dots when necessary. The project aims to help vendors achieve solidarity by setting up a platform for individuals to help each other by exchanging opinions, providing delivery service, and sharing resources.

The project develops two major parts, a physical kit and a virtual mobile app. The physical kit consists of portable WIFI service and operable panels for vendor's meeting space construction. This kit aims to create internal connections among vendors by allowing them to assemble meetings and form spaces together whenever is needed. The mobile app features in vendor mapping and delivery service for vendors and consumers, and also a platform for vendors and restaurant owners to cooperate.



# PROCESS TO BECOME A STREET VENDOR



# FEAR & STRESS OF STREET VENDORS

This is an analytical drawing of the current street vending system in Lower Manhattan. All parties and factors that associate with and affect street vendors are represented in the drawing with different colors with annotations that explain their relationship with vendors.



# LOWER MANHATTAN EXISTING STREET VENDING SYSTEM WITH CONTEXT

## RELATIONSHIPS

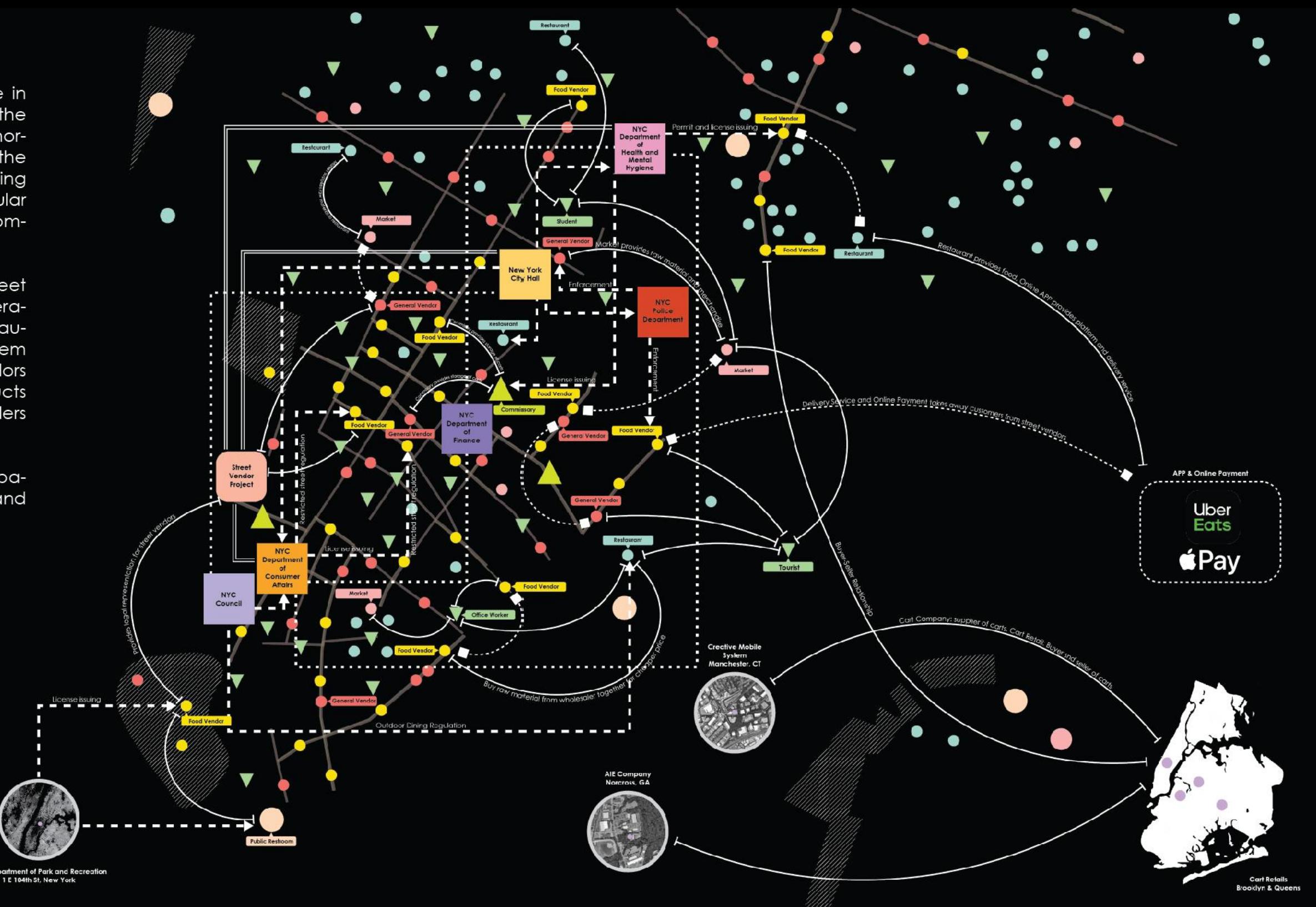
**Authorities:** Street vendors are in subordinate relationships with the presented authorities. The authorities control and decide the license, regulation, and ticketing of vendors and carry out regular inspections of the carts and commissaries.

**Restaurants and Markets:** Street vendors are in rival and cooperative relationships with the restaurant and markets. Many of them sell similar products, but vendors sometimes purchase products from markets and wholesalers together.

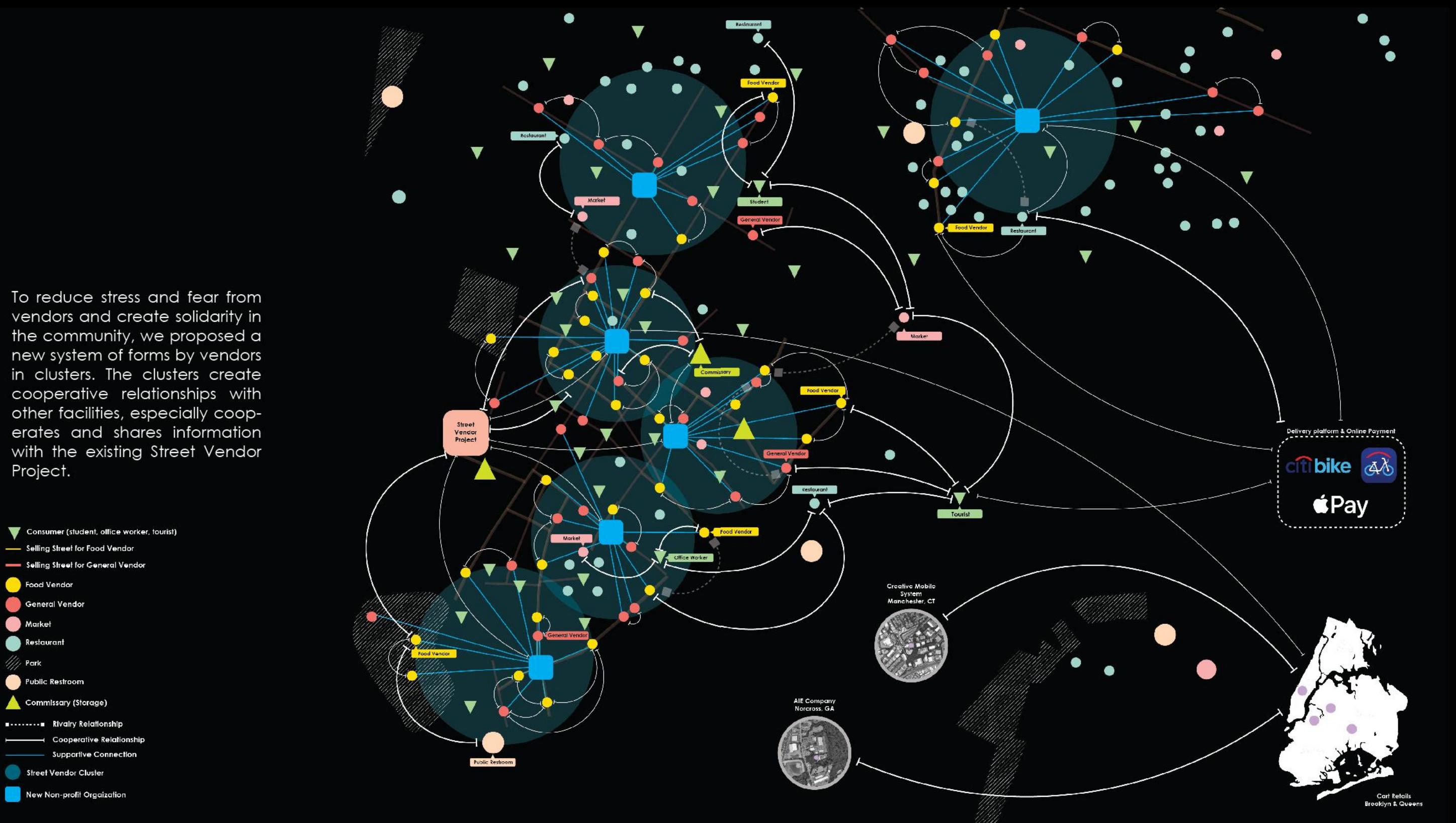
**Cart and Commissary Companies:** Vendors purchase carts and rent commissaries from them.

- ▼ Consumer (student, office worker, tourist)
- Selling Street for Food Vendor
- Selling Street for General Vendor
- Food Vendor
- General Vendor
- Market
- Restaurant
- Park
- Public Restroom
- ▲ Commissary (Storage)
- Rivalry Relationship
- Cooperative Relationship
- Subordinate Relationship
- Mutual Supervision Relationship
- Mediation Relationship

NYC Department of Park and Recreation  
1 E 104th St, New York



# LOWER MANHATTAN EXISTING STREET VENDING SYSTEM WITHOUT CONTEXT



## PROPOSED STREET VENDING SYSTEM

## PROPOSED RELATIONSHIPS:

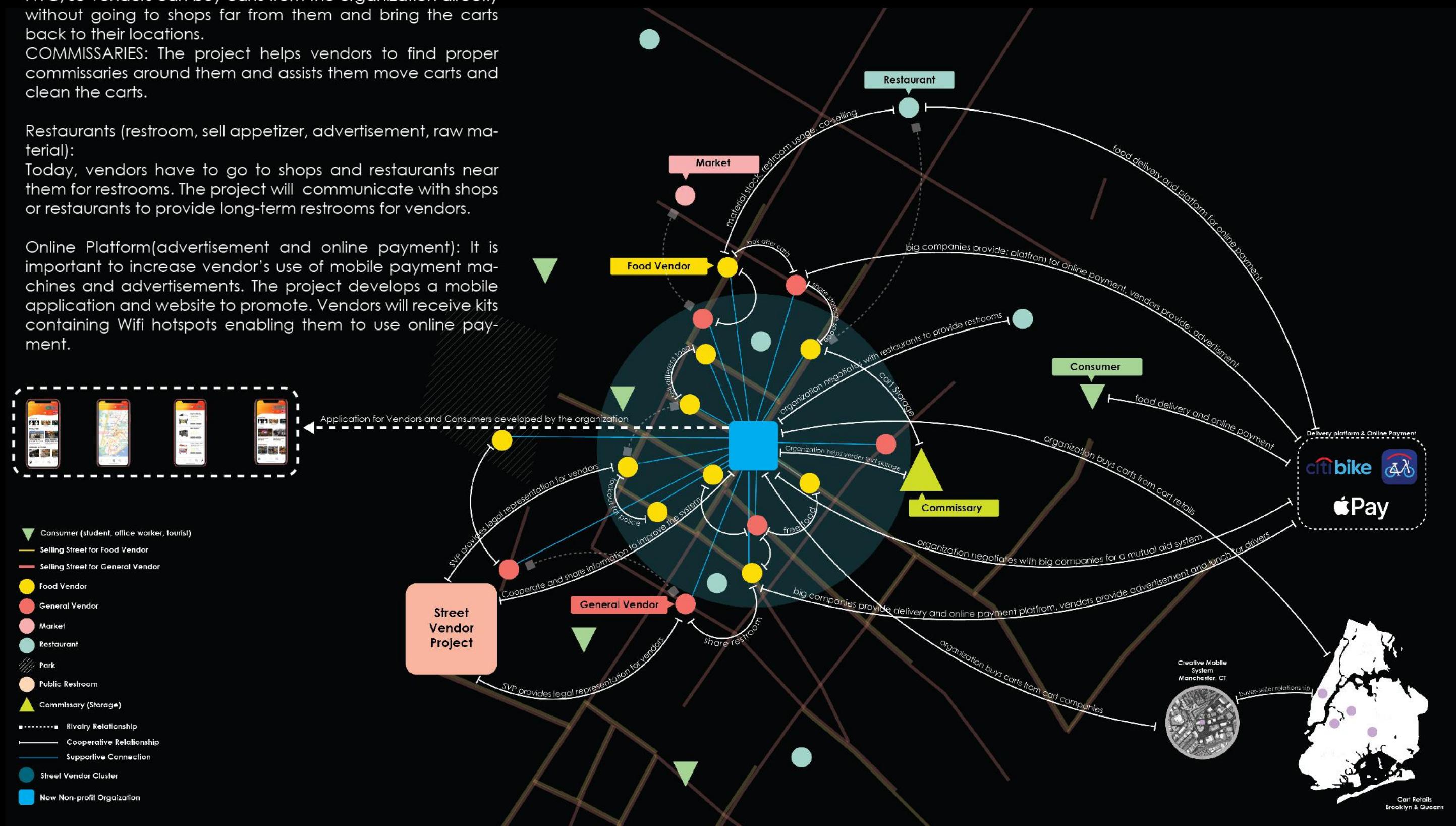
**Cart Retail:** The project aims to order carts from retail shops in NYC, so vendors can buy carts from the organization directly without going to shops far from them and bring the carts back to their locations.

**COMMISSARIES:** The project helps vendors to find proper commissaries around them and assists them move carts and clean the carts.

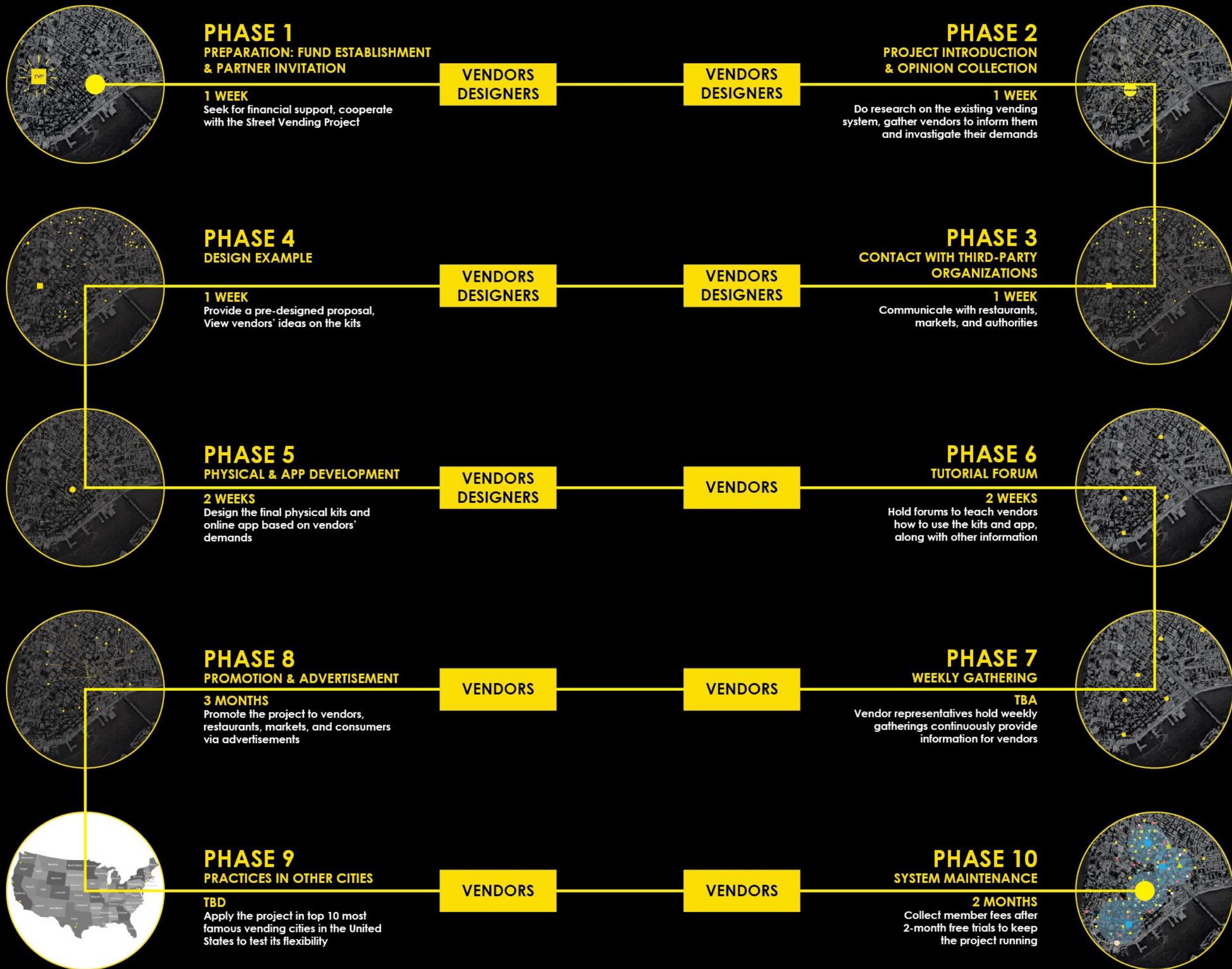
Restaurants (restroom, sell appetizer, advertisement, raw material):

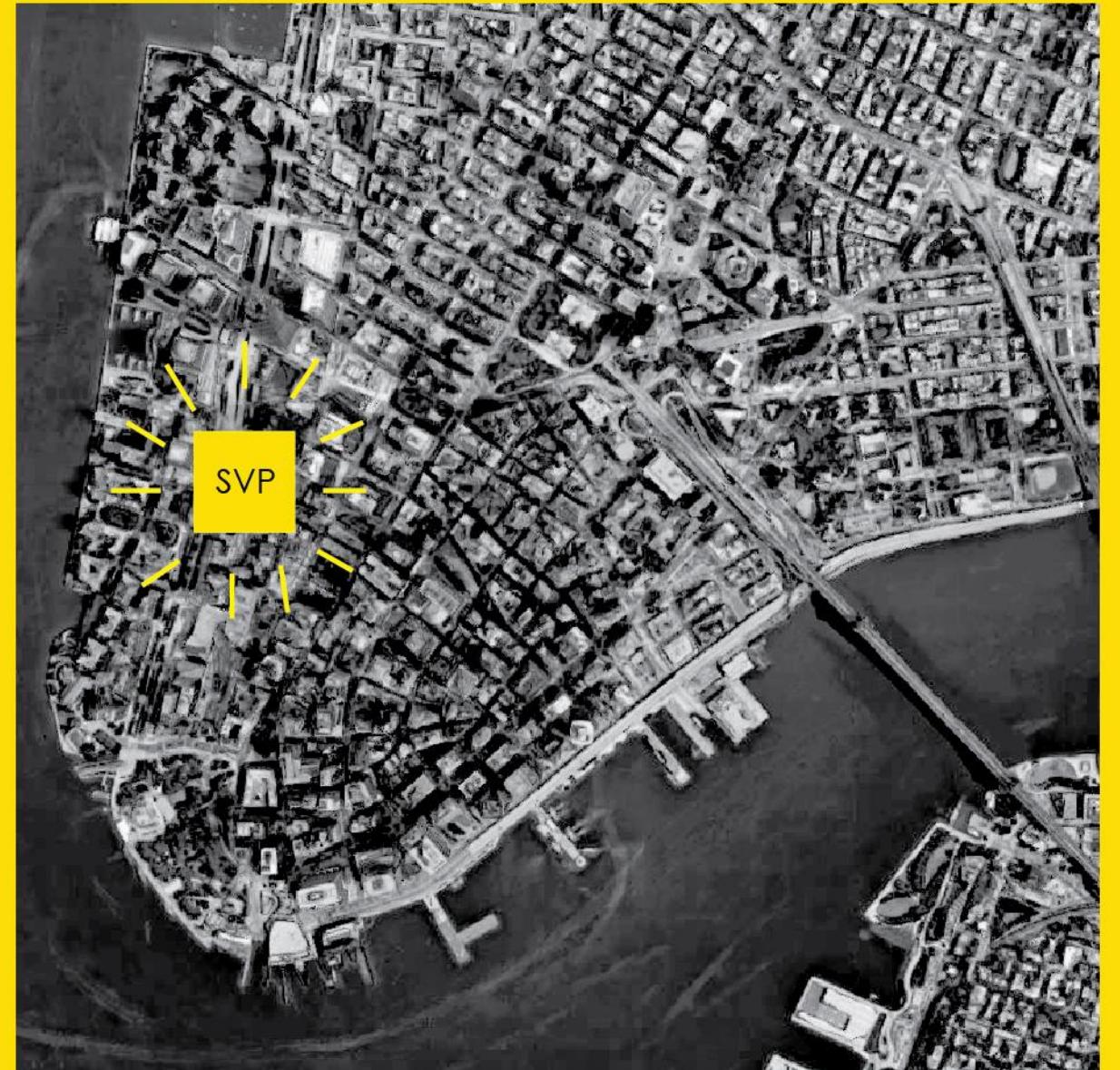
Today, vendors have to go to shops and restaurants near them for restrooms. The project will communicate with shops or restaurants to provide long-term restrooms for vendors.

**Online Platform(advertisement and online payment):** It is important to increase vendor's use of mobile payment machines and advertisements. The project develops a mobile application and website to promote. Vendors will receive kits containing Wifi hotspots enabling them to use online payment.



# PROPOSED CLUSTER RELATIONSHIP





## PHASE 1

### PREPERATION: FUND ESTABLISHMENT & PARTNER INVITATION

This is the preperation phase of the project and the basic actions would be done by us, the designer. This phase aims to 1) establish a fund for street vendors' cart and commissary fees and 2) initiate a partnership with non-profit organization The Street Vendor Project (SVP) in NYC. Vendors could learn about the types of service that SVP provides to the community by reading through this part of the handbook and help advertise the new established fund to their consumers.



THE STREET VENDOR PROJECT



# LOCOROCO VENDING PROJECT

## The Vending Cart Fund



SCAN ME

<https://zzhou27.wixsite.com/locorocovendingprj>

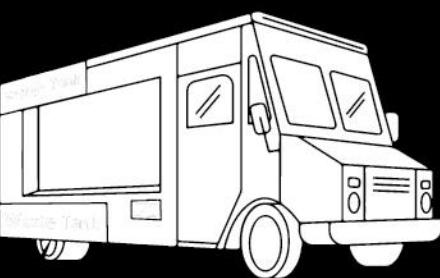
The LocoRoco Vending Project established a Vending Cart Fund to support vendors with their cart and commissary fees. Vendors today are paying a large amount to purchase their cart and to rent commissaries and this cart aims to reduce their financial stress about their equipments. The received support would be distributed to all vendors in the system evenly via their account of the project website.



Push Cart  
\$400 - \$4000



Vending Trailer  
\$2,000 - \$9,000



Vending Truck  
\$7,000 - \$60,000

Scan the QR Code and visit our website to learn more about the project and support street vendors on the "DONATE" page and "DONATE AS A GUEST". Your help would be greatly appreciated!

# THE STREET VENDOR PROJECT

A non-profit organization that provides legal representation and advocacy to street vendors



## CONTACT INFORMATION



SCAN ME

<http://streetvendor.org/>

(646)-602-5679

svp@urbanjustice.org

40 Rector St., 9th Floor, New York, NY 10006

## VENDING CART TYPES AND COST

## WHO ARE THEY? WHAT DO THEY DO?

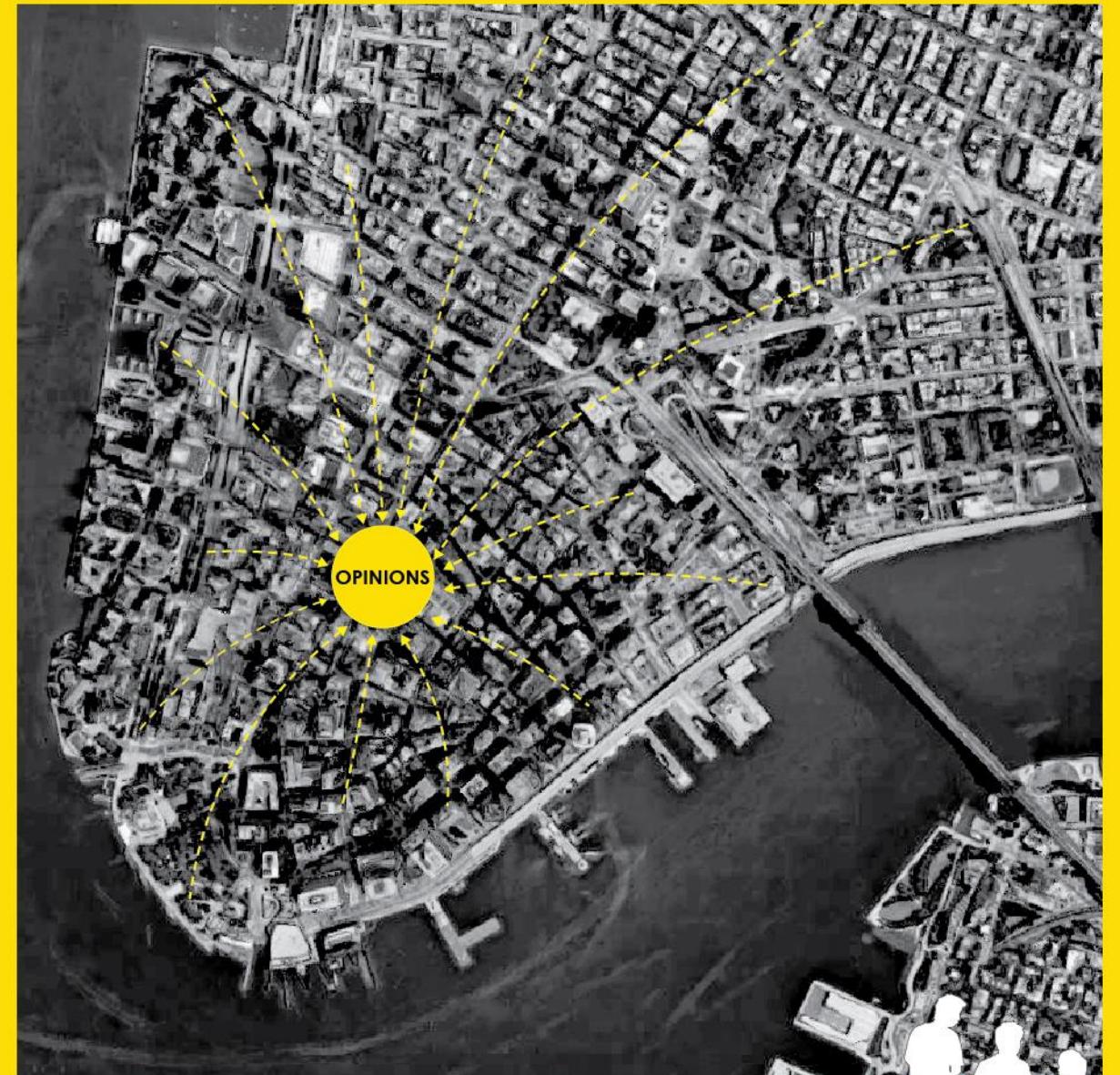
The designers has reached out to the Street Vendor Project (SVP) of NYC for cooperation. Vendors could ask SVP for help when they have difficulties with regulations needs legal representations, for instance when vendors are over-ticketed by police. SVP has successfully lowered the ticket fine for vendors and now is focusing on lifting the vending permit and license limitation in NYC by writing letters, gathering signatures, making videos, and publishing press.

The LocoRoco Vending Project supports street vendors on different aspects than SVP. Instead of focusing on the legitimate aspects and negotiate with authorities, our project aims to reduce stress on a financial and communal aspects by establishing fund and create solidarity among vendors.

# ADVERTISING FROM VENDORS



Vendors can support and participate in this phase by advertising the project and fund through sharing QR Codes and giving out handbooks to each other and the consumers.



## PHASE 2

### PROJECT INTRODUCTION & OPINION COLLECTION

In this phase, designers will introduce the project and give out this handbook to street vendors. Vendors could express their aspirations and ideas about the project and process by attending the meetings or by filling out the surveys.





## 7:00 AM - 6:00 PM INFORM

Designer Group visits vendors on restricted vending street to introduce the project



Vendor Survey



\*Turn to next page to fill out your own survey and give us your opinions

Give out this handbook with surveys and instructions to vendors  
Inform the location, date, and time of upcoming initiating meetings

## Vendor Survey

- \*Fill out the survey, rip it off, and drop off at the opinion box in a meeting\*
- How satisfied are you with your current working environment?
  - How satisfied are you with your current access to service/resource?
  - How satisfied are you with your current income?
  - How satisfied are you with your current relationship with other vendors?
  - How much was your business affected by delivery service?
  - How much was your business affected by the COVID-19 pandemic?
  - How often do you experience inconvenience about access to restroom?
  - How often do you experience inconvenience about your cart/commissary?
  - How fluent are you with your English skill?
  - Do you have your own vending permit/license? YES NO
  - Do you have your own vending cart? YES NO
  - Have you heard about the Street Vendor Project in NYC? YES NO
  - Have you even sought for help from the Street Vendor Project? YES NO
  - Would you like to cooperate with restaurants in NYC? YES NO
  - Do you have internet access on a daily basis? YES NO
  - What are some other difficulties that you are facing?
  - What would you like to improve in the street vending community?

# Vendor Survey

Additional Thoughts and Aspirations:

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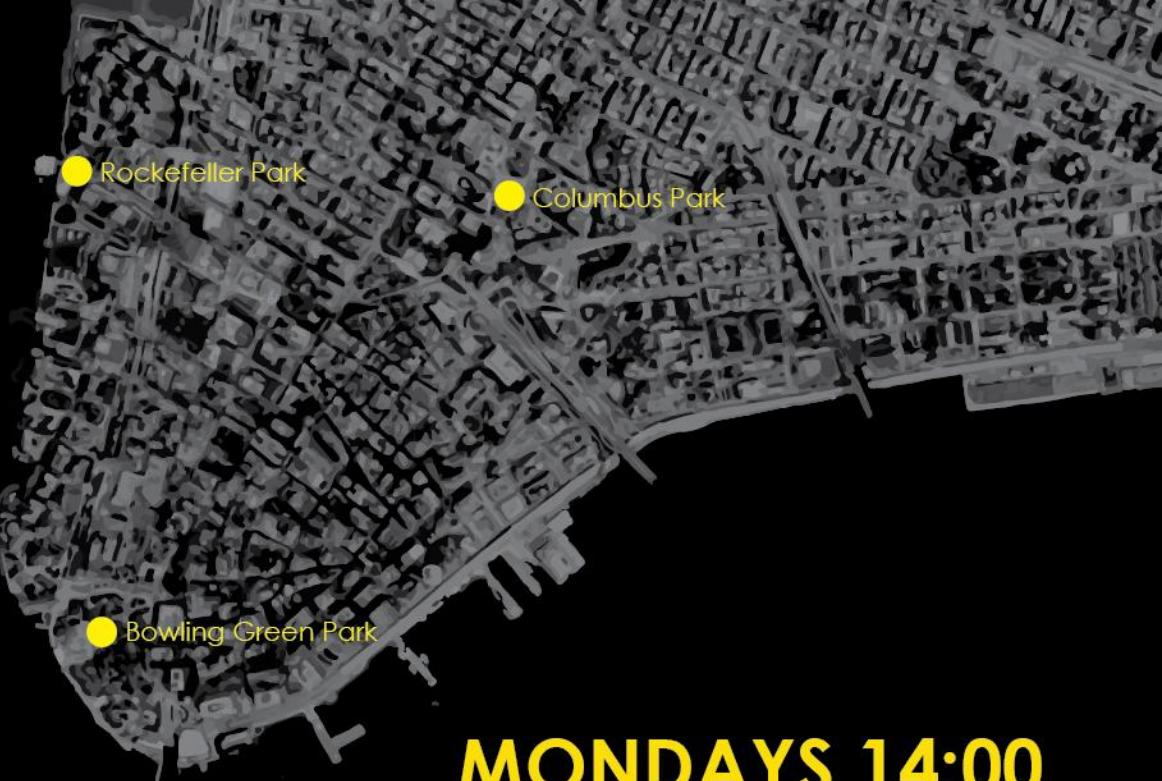
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After the first three meetings, vendors would take control themselves and select their own representatives to organize rest of the meetings.



**MONDAYS 14:00**

The first 3 initiating meetings are organized by the designers.

The meetings would take place on the following 3 mondays after the handbook is distributed at the listed locations (parks).

Free food is provided to attendees at each meeting.



Vendors who are interested about the project gather at their nearest meeting spot on Mondays.

# MEETING DISCUSSIONS

## OPINION BOXES



Opinion boxes are placed at every meeting to collect feedbacks from vendors. Vendors' opinions would be taken into consideration by designers and vendor representatives in future phases and actions. The surveys are completely anonymous.

\*Take notes and answer the questions, drop off at opinion box if needed\*

## **Q1: WHAT DIFFICULTIES VENDORS ARE FACING?**



## DIFFICULTIES

## **Answer & Thoughts:**



## IMPROVEMENT

## Q2: WHAT WOULD YOU LIKE TO IM- PROVE?

# MEETING DISCUSSIONS

Answer & Thoughts:



PARTNER

Q4: HOW CAN THE COMMUNITY ACHIEVE AND MAINTAIN SOLIDARITY?



SOLIDARITY

Answer & Thoughts:

\*Take notes and answer the questions, drop off at opinion box if needed\*



## PHASE 3

### CONTACT WITH THIRD-PARTY ORGANIZATIONS

Communicate with restaurants, markets, authorities, and the Street Vending Project through email, meetings, handouts  
Look through investors, sponsors



# REACH OUT: Email | Advertisement

WHO: Markets, Restaurants, Authority

use means of advertisement to establish connections and possible collaborators  
(brochures, cards, handouts, etc.)



Reach out by email, reserve a visit, talk about common issues, collaborate, network

SEE EMAIL EXAMPLE BELOW

**FIND OUT ABOUT US - We would like to meet...**

To **Restaurants X Markets X TheStreetVendingProject X** Cc Bcc

FIND OUT ABOUT US - We would like to meet...

Hello business owner,  
We are starting a non-profit organization to assist vendors in everyday tasks. By using different tools such as in-person gatherings and an application function, we hope to help vendors in connecting them with other places.

By looking at our brochure documented below, we hope that you would consider collaborating with us in creating a better vending system.

**Untitled Vending\_Informational Brochure.pptx (32K)**

Sans Serif B I U A Send A U G U L I S E



For restaurants, authorities, reach out by means of email, information to explain how it works.

For markets, use means of advertisement, brochures, cards, etc.

# REACH OUT: Contact with Developers

Go online, look for non-profit programmers

The website we chose is called Clutch.co, which specializes in listing out non-profit focused application developers



See one that fits the needs of our application and reach out

3 SIDED CUBE describes themselves as “*a firm that focuses on movements and making change happen*”

Start working out a schedule and seeing what needs to be done

With any application development, it will take time. Gathering information early on so that the functions of the app are made already will save time and money



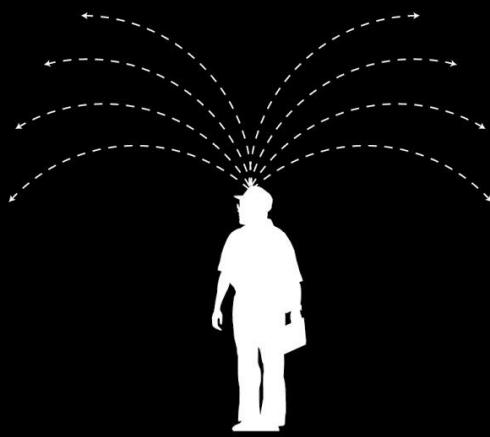
Early development and participation in the creation of next stages requires dependable developers that understand the position that vendors are coming from and can work with the ideas we present

# Restaurant Survey

## APP DEVELOPMENT Connect | Brainstorm | Design

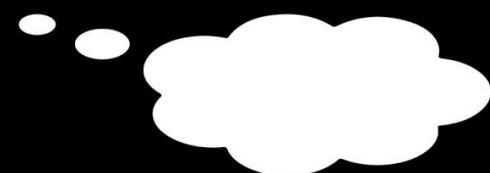
### CONNECT

Connect with local app developers (look for ones that focus on non-profit design). Possible connections can be found online, or through made collaborations.



### BRAINSTORM

Work with the app designer to start taking the ideas from public forums and vendor discussions to figure out how the ideas will start to look in an application based UI.



### DESIGN

Design the app with the developer, see what works and what does not. At this point it can keep looping around (finding something that should be there, adding into design, etc.)



Is this something that you would be interested in joining? Why or why not? \_\_\_\_\_

What works with this collaboration idea? \_\_\_\_\_

What does not work? \_\_\_\_\_

How can it be improved? \_\_\_\_\_

### OPEN ENDED SPACE

#### INTERESTED? CONTACT US

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

How you can collaborate: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Best time/day to meet: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





## PHASE 4

### DESIGN EXAMPLE

Provide a pre-designed proposal made from general ideas and view vendor's thoughts on the kit and its content



# INSTRUCTIONAL GUIDE

## Forming Cluster Spaces using Existing Items

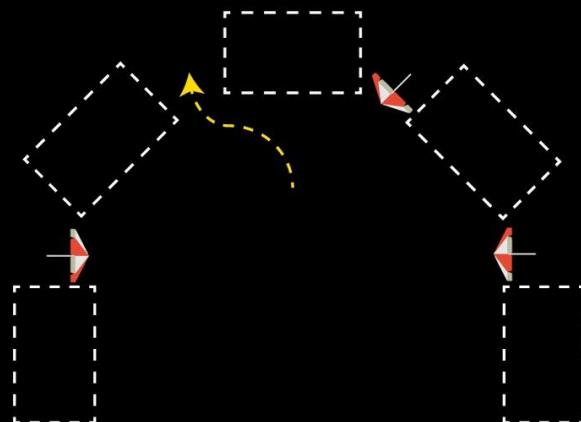
Step 1: Gather the carts that will be used and space them 3-4 ft. from each other



Step 2: Using the cart's existing items, such as the umbrellas and signs, start defining the space (passageway vs. wall, enclosure vs. outside)



Step 3: Lastly, make sure there are open areas as well as closed paths, creating a cluster space using existing items



Using parts of the cart to define space in the early steps saves money on material and creates a simple way for vendors to create clusters

# MATERIAL SOURCING

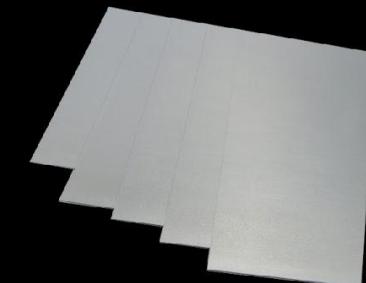
Reaching out to recycling facilities as well as the source manufacturer for material would keep the cart material in circulation with the vendors

RECYCLING CENTER NYC	CART MANUFACTURER
Sims Municipal Recycling -	Cart Concept International
Sunset Park Material Recovery Facility	1651 B Tolland Turnpike
472 2nd Ave, Brooklyn, NY 11232	Manchester, CT 06042

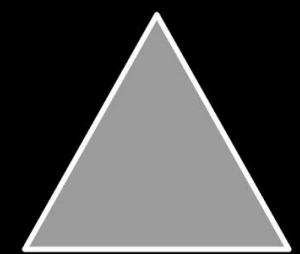
Afterwards, material can be recycled as such:



Carts have aluminum that can be reused



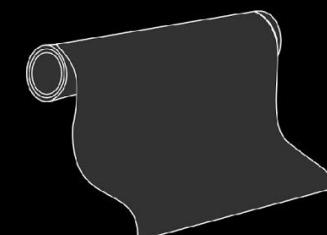
Aluminum can be repurposed from broken carts



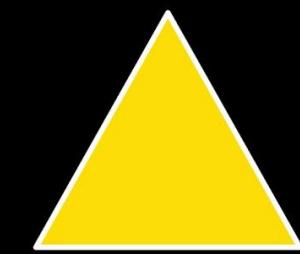
Aluminum Triangle (KIT)



Broken Umbrellas have fabric that can be reused (waterproof)



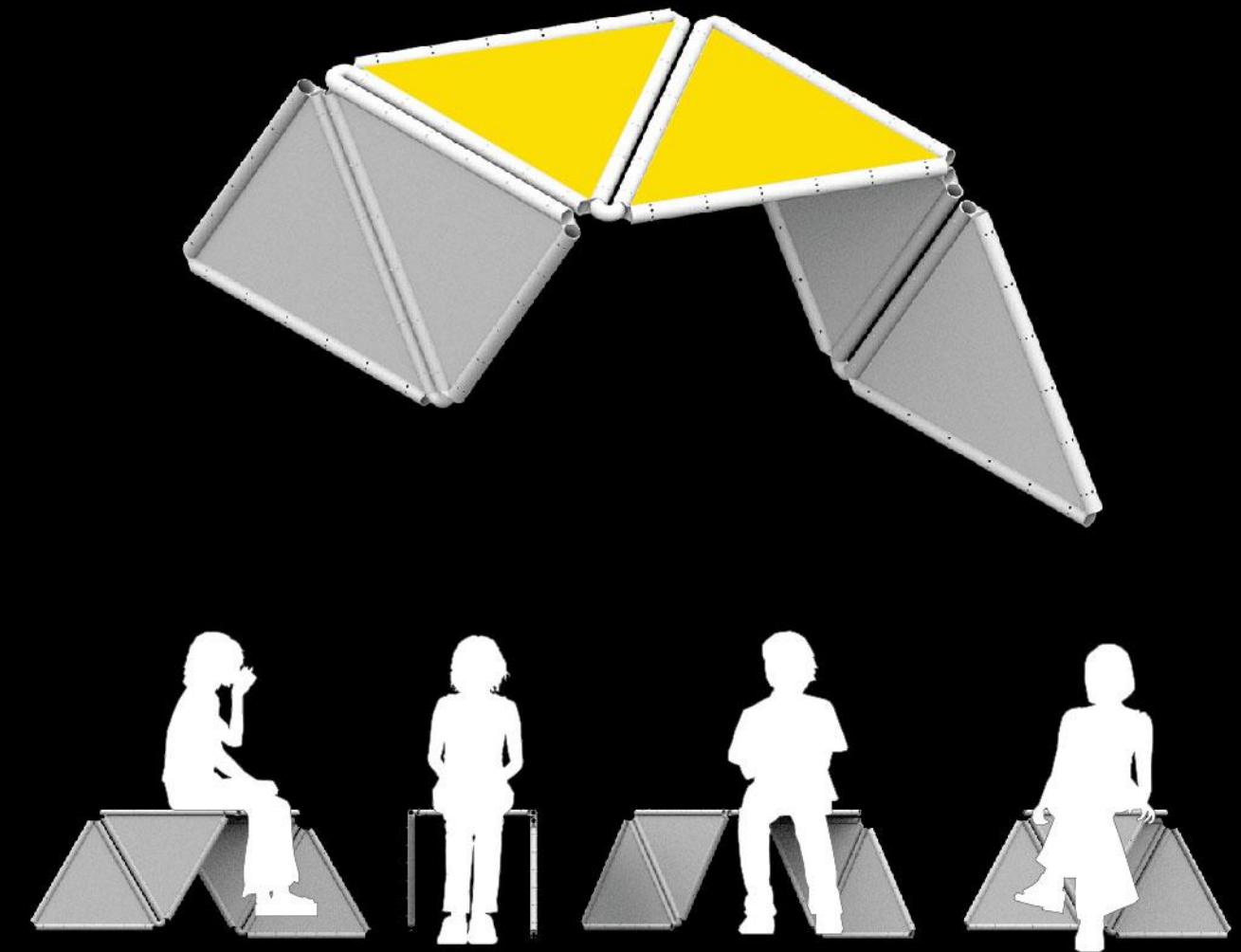
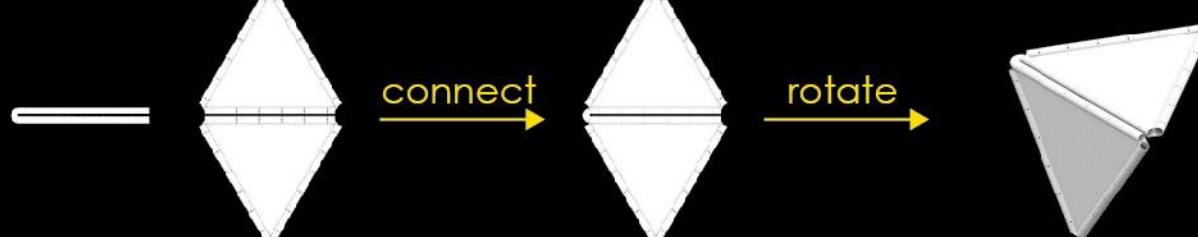
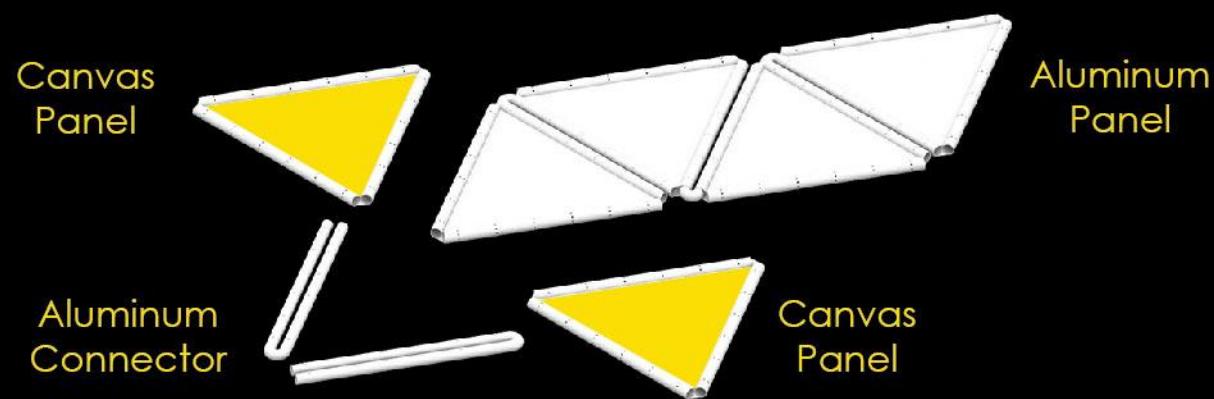
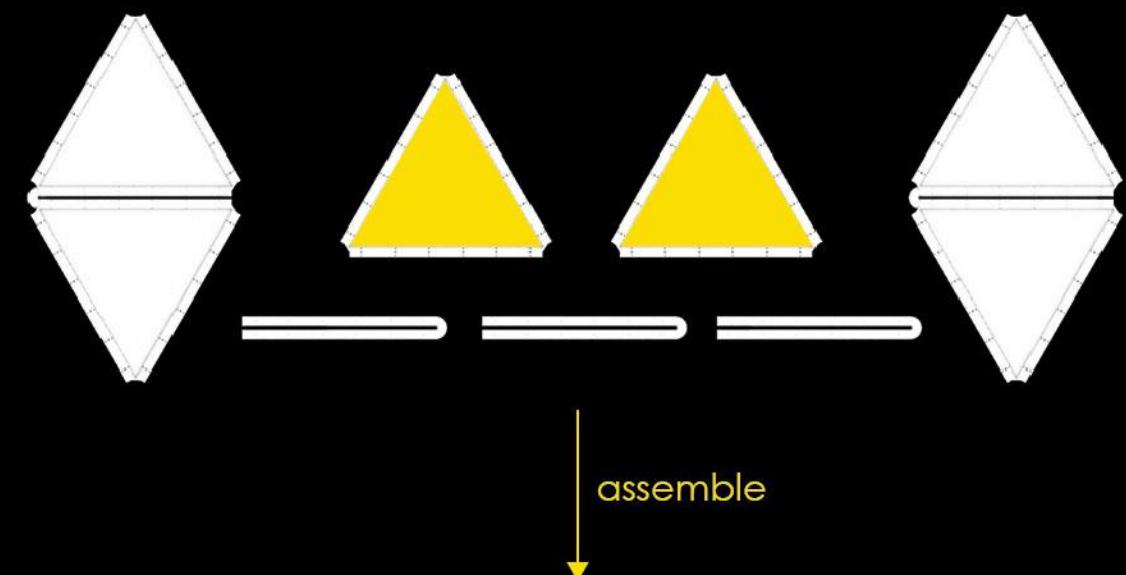
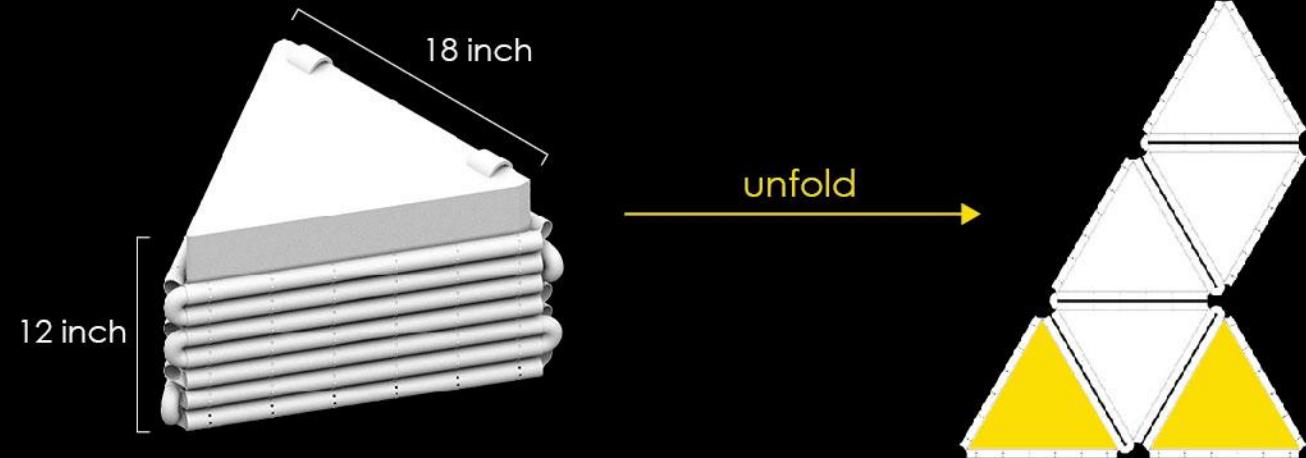
The fabric can be broken down and rewoven if needed



Fabric Triangle (KIT)

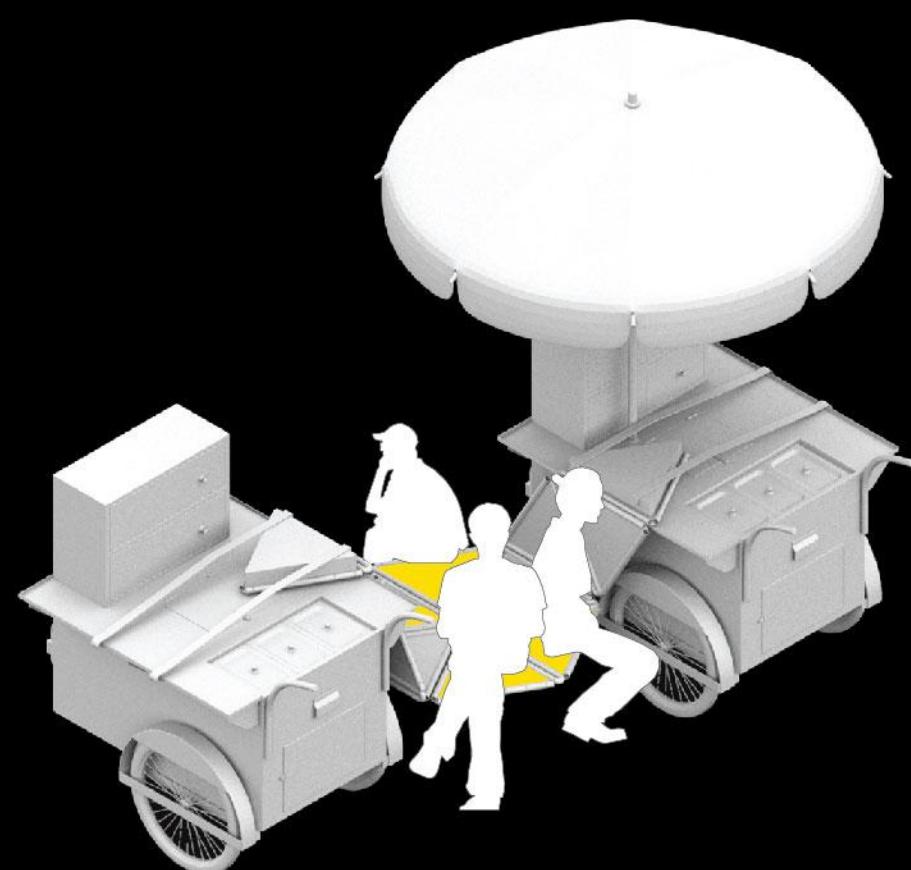
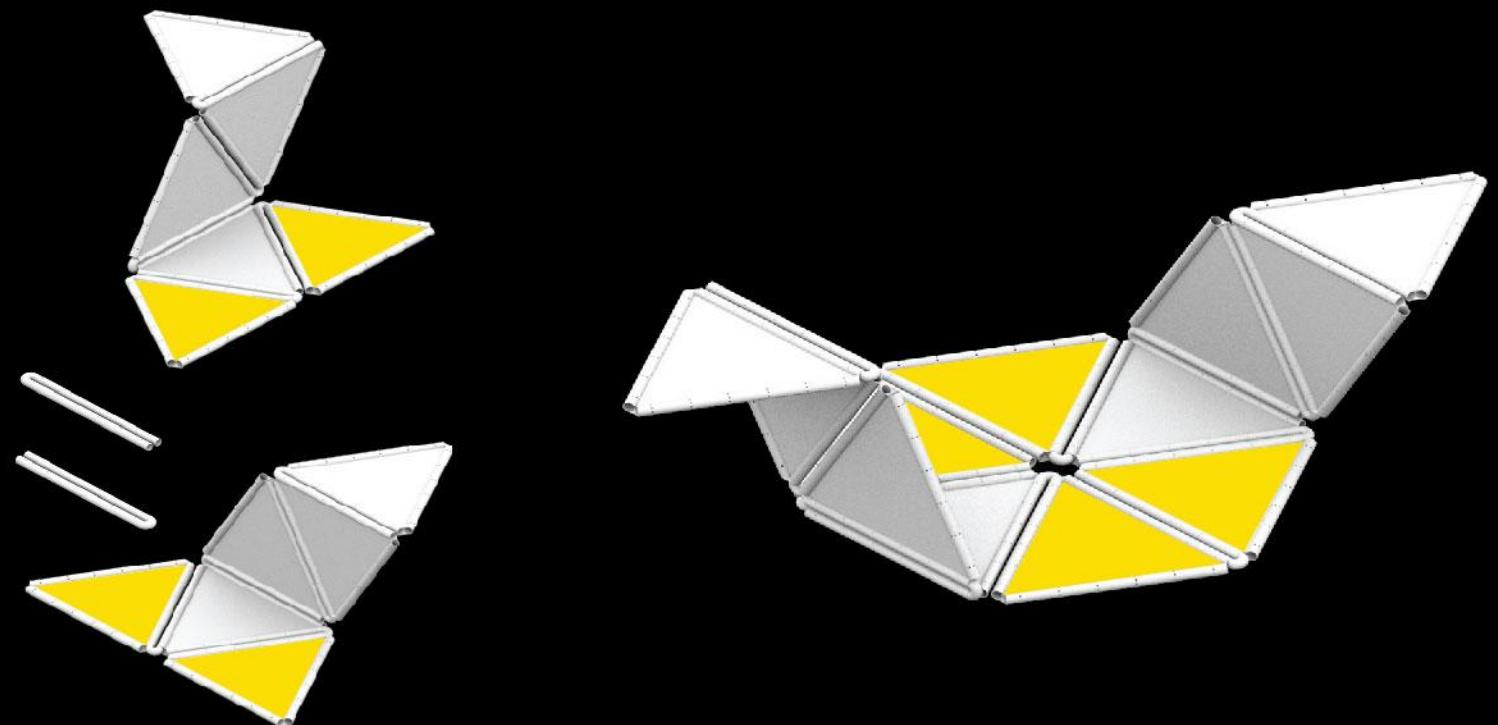
Looking at different ways broken material can be reused can also cut down pricing for kits, better for a non-profit

# PHYSICAL KIT EXAMPLE



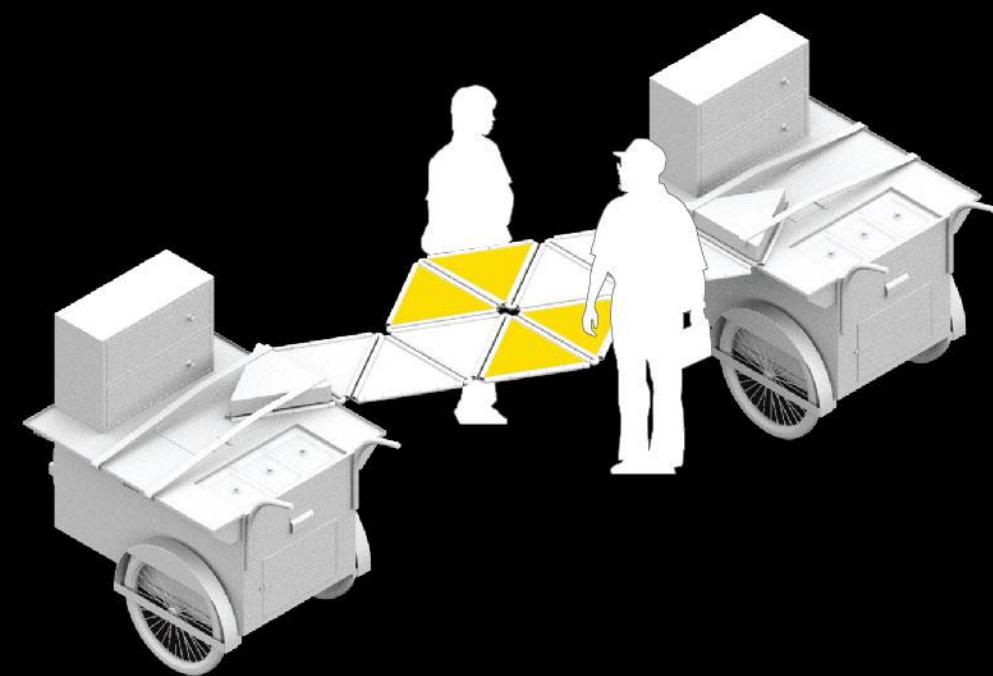
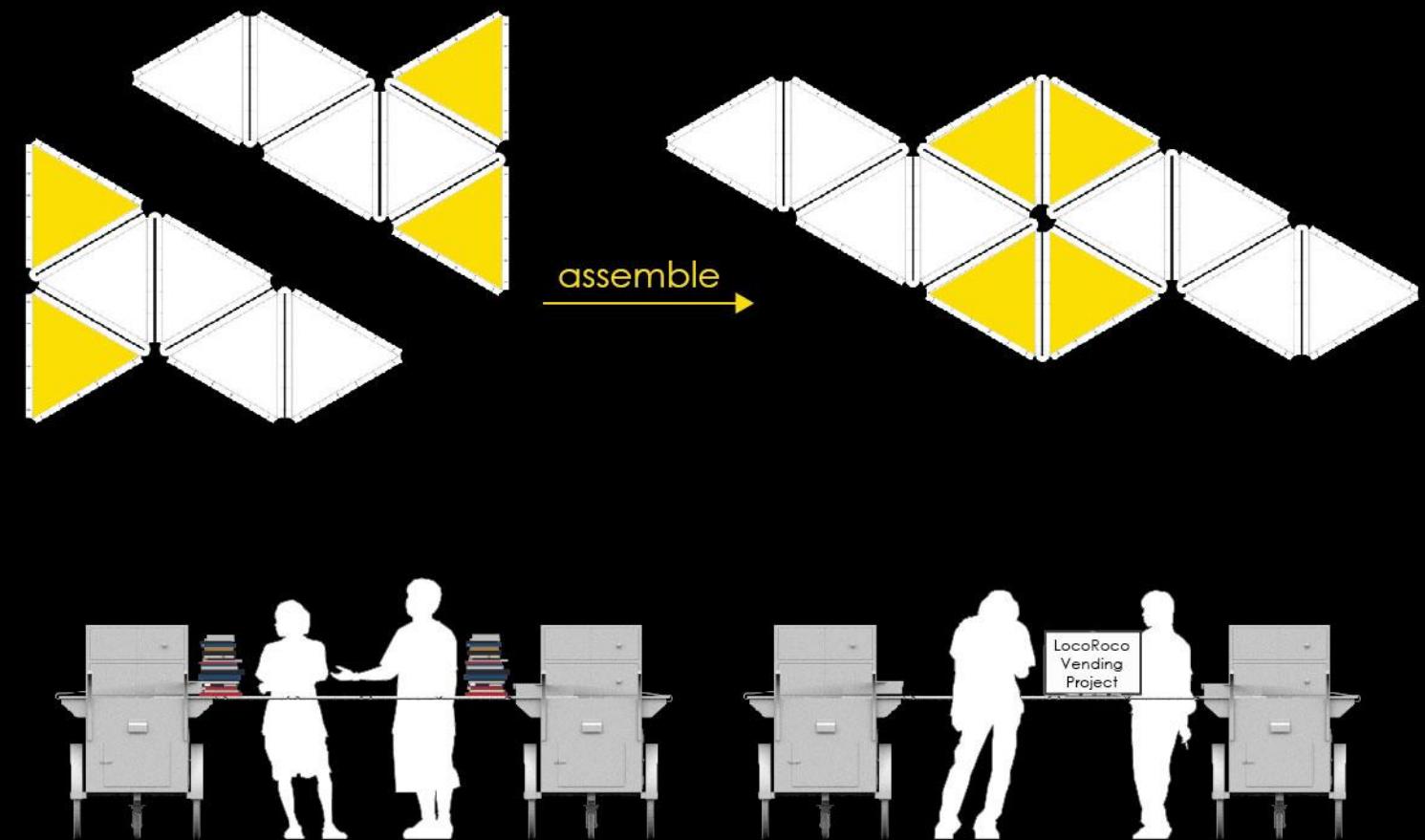
**COMPONENTS & CONNECTION**

**INDEPENDENT CHAIR**



**HANGING CHAIR**

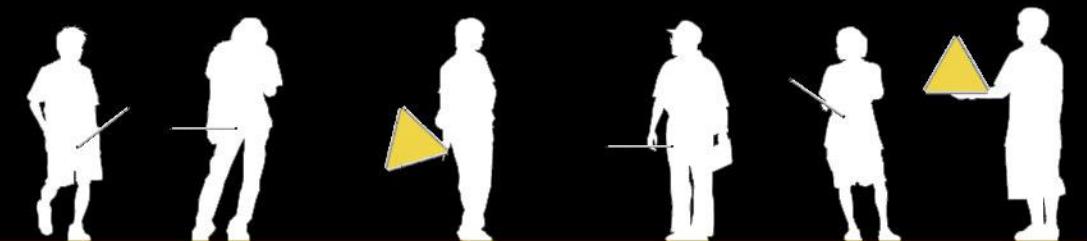
PHASE 4 - DESIGN EXAMPLE



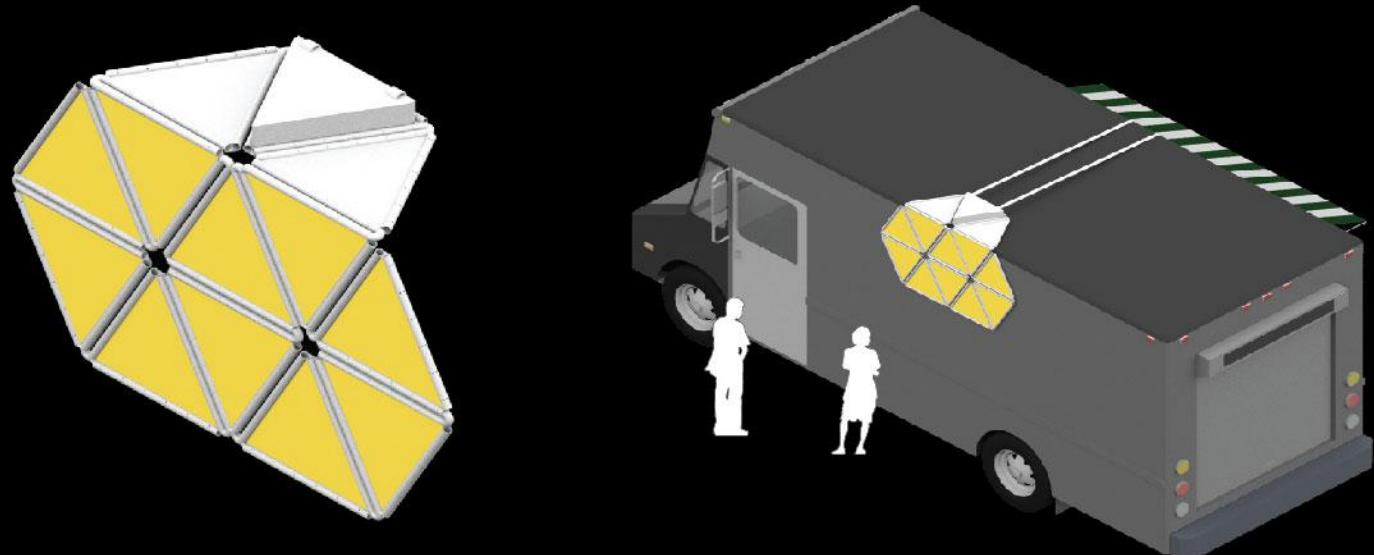
**TABLE/PLATFORM**

PHASE 4 - DESIGN EXAMPLE

# APPLICATION DESIGN EXAMPLE



every vendor contributes one canvas panel



## PROJECTION SCREEN



"I want to be able to buy and rent carts through the application"



"As a consumer, I want to be able to connect with vendors"



"I want to know information on us vendors and on restaurants"



"Finding where these vendors and restaurants are should be there"

# HOW TO SET UP APPLICATION

STEP 1: Go to the App store and download the Locoroco application



STEP 2: Open the application, log in or register at the first screen

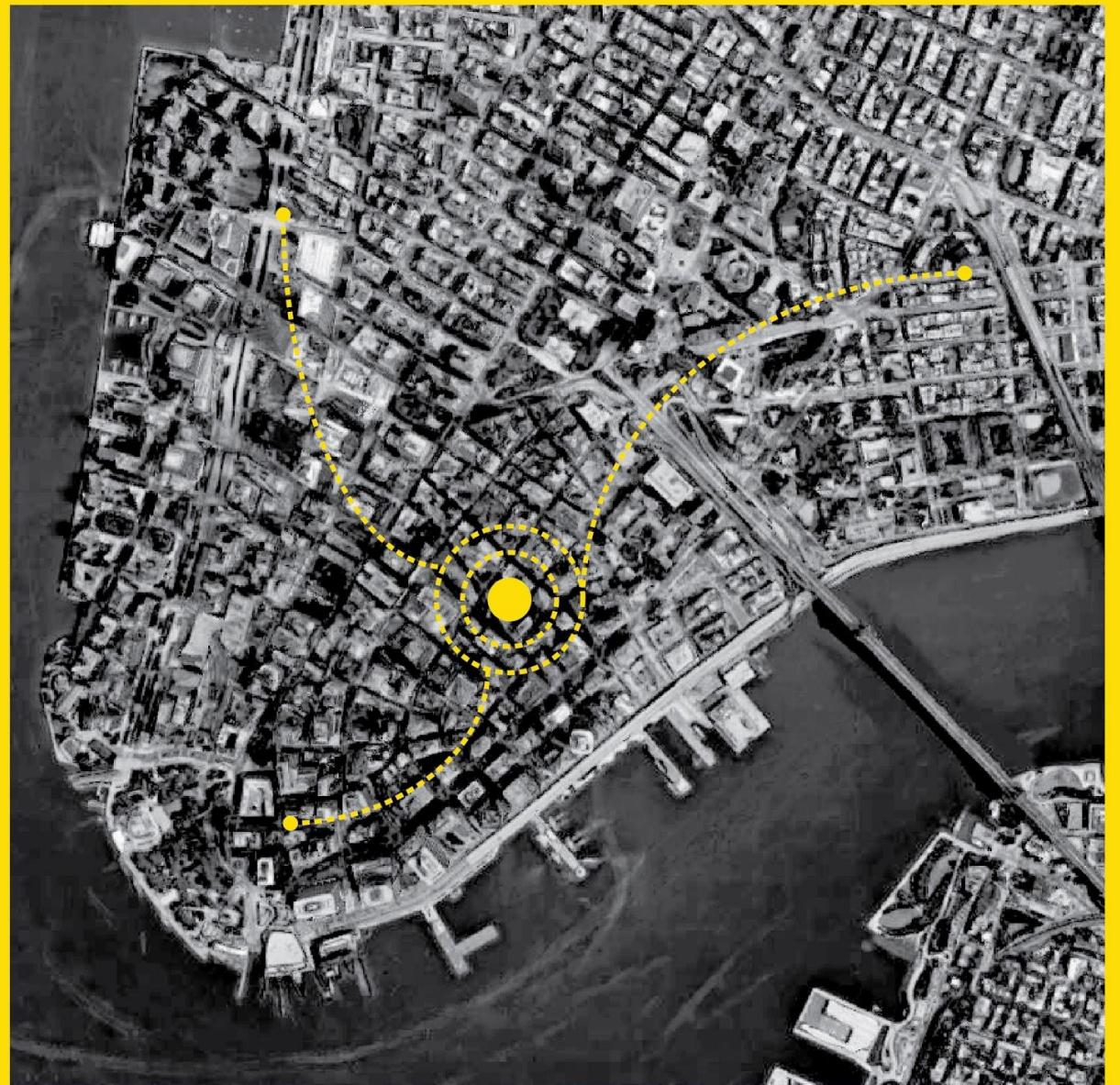


STEP 3: Set up your account, like changing preference from vendor to consumer and vice versa

*This is a great time to add a photo, maybe describe who you are or what you do*



STEP 4: Explore and enjoy! The application is now set up and ready for you to experience the full Locoroco vending application!



## PHASE 5

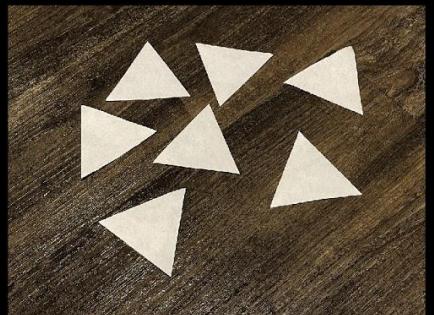
### PHYSICAL AND APP DEVELOPMENT

Design the physical kit and online app based on the vendors demands and opinions as well as any other features from collaboration



# BUILD-YOUR-OWN KIT

## Example



STEP 1: Cut the triangles out from the next page. These will be our modular piece.



STEP 2: Use the tape to attach the triangles together, like hinges.



STEP 3: Attach the yellow triangles. These will act as a cloth material.



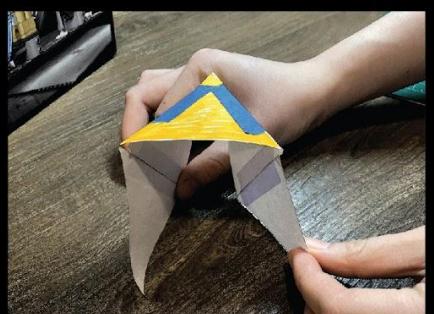
STEP 4: Fold it down to see how the kit would be folded and put away.



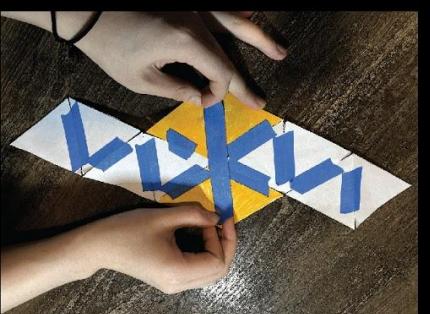
STEP 5: Attach multiple cloth parts together to create the projector screen.



STEP 6: Make two triangles attach to each other. Do this twice and have a cloth ready (next step)



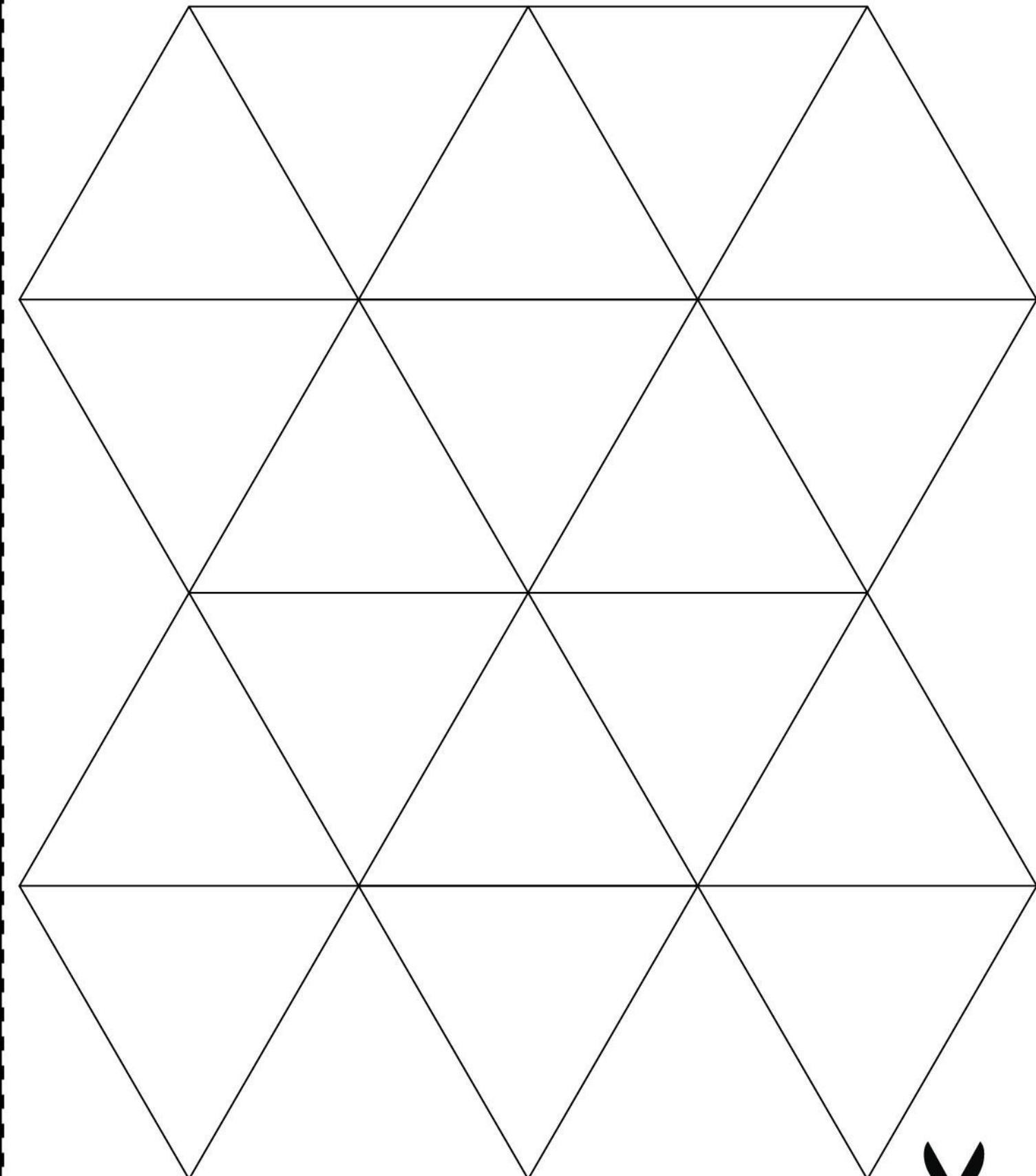
STEP 7: Tape the connected triangles to the cloth edges and you have a chair!



STEP 8: Attach 4 white triangles to each other in a line. connect 2 cloth after and repeat (see above)



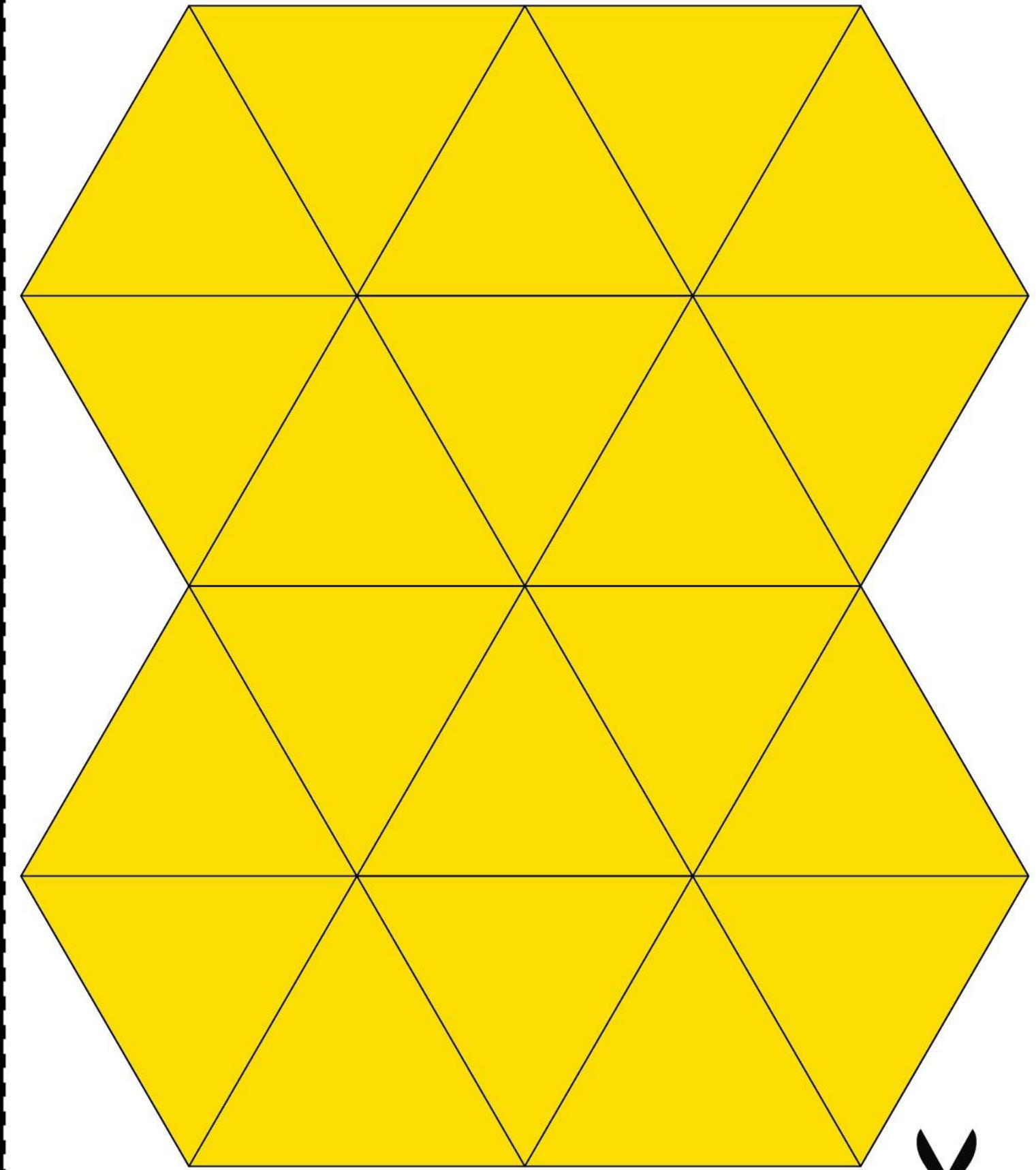
STEP 9: Use two boxes as carts. Using the tape as hinges, create the folds as above to create two benches.



ALUMINUM

Cut off triangles

Play around with it! see what different structures and designs you can make using these parts!



CANVAS



Cut off triangles

BLUE TAPE

# Build-Your-Own Kit

Fill up the space below with any thoughts, ideas, drawings, etc. of what you believe should be included in the kit\*

BLUE TAPE

A blank, lined notebook page with a rounded rectangular border, intended for writing responses to the 'Build-Your-Own Kit' question.

# Application Ideas

Fill up the space below with any thoughts, ideas, drawings, etc. of what you believe should be included in the app\*







## PHASE 6

TUTORIAL FORUM

Teach all the vendors how to use the kit  
and app when the designs are put into use



# COMMON MEETING SPACES

Common meeting spaces always have fixed chairs, tables, and equipment. If vendors want to hold forums to accommodate a large number of people, they have to pay a lot to rent a space.



**MEETING HALL/AUDITORIUM**



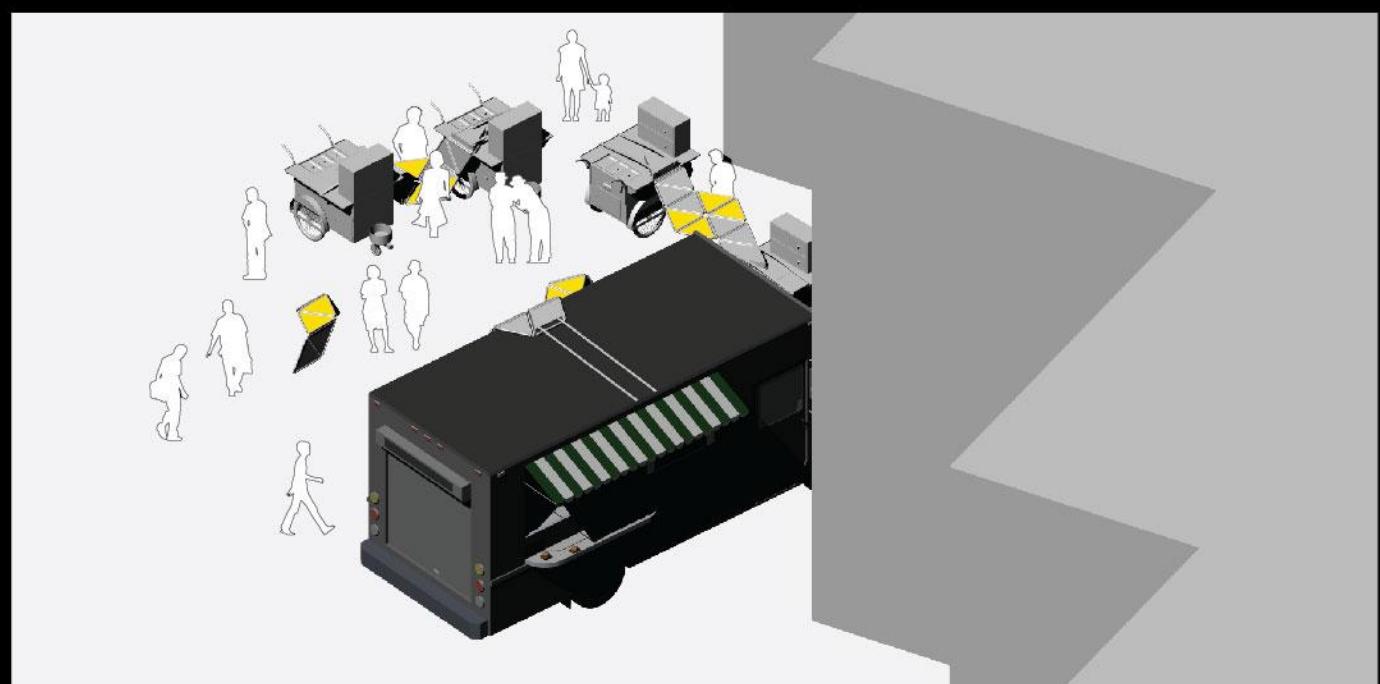
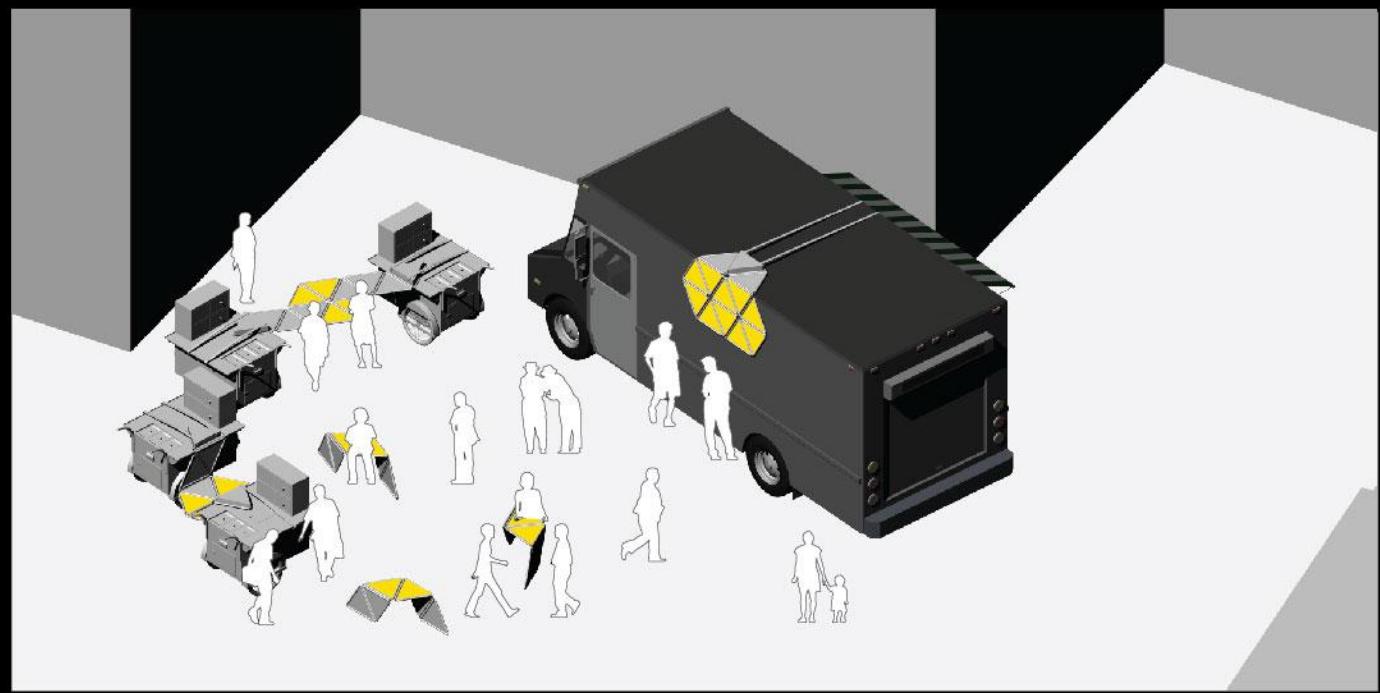
**LOBBY/LIVING ROOM**



**OUTDOOR CAFE**

# SPACES FORMED BY VENDORS

The vending carts and physical kit components can be utilized by vendors to form their own spaces to hold forums or gatherings without renting formal meeting spaces. When the carts and kit components connect together, they function as walls, partitions, and objects that define the space.



# Tutorial Note Taking

MONDAY-FRIDAY 2:00 PM

## TUTORIAL TOPICS

PHYSICAL ATTACHMENT TUTORIAL

DELIVERY TUTORIAL

APPLICATION TUTORIAL

LICENCE APPLICATION TUTORIAL



# Tutorial Note Taking

Delivery

# Tutorial Note Taking

Physical Attachment

# Tutorial Note Taking

Application

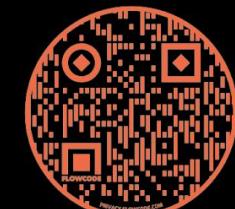


## YOUTUBE TUTORIAL VIDEOS

FIND THESE ONLINE

LICENCE APPLICATION  
TUTORIAL

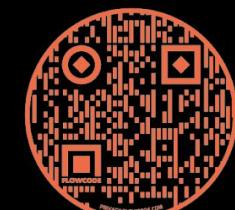
<https://youtu.be/JdWFNr0OH9A>



Scan the QR code linking to the video

DELIVERY  
TUTORIAL

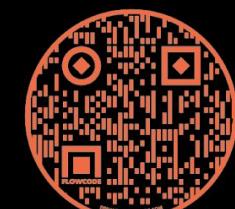
<https://youtu.be/24dFuDx8P-k>



Scan the QR code linking to the video

PHYSICAL ATTACHMENT  
TUTORIAL

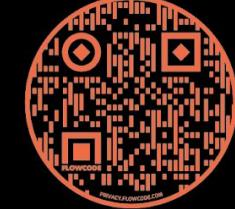
<https://youtu.be/jdpELltuq-w>



Scan the QR code linking to the video

APPLICATION  
TUTORIAL

<https://youtu.be/2asOjf31vBw>



Scan the QR code linking to the video



## PHASE 7

### WEEKLY GATHERING

Vendors gather to discuss difficulties and doubts they are facing, provide information for vending business preparation



# WEEKDAY OPERATION



ARRIVE AT THE SITE & PREPARE FOR FOOD **MONDAY 7:00 AM**



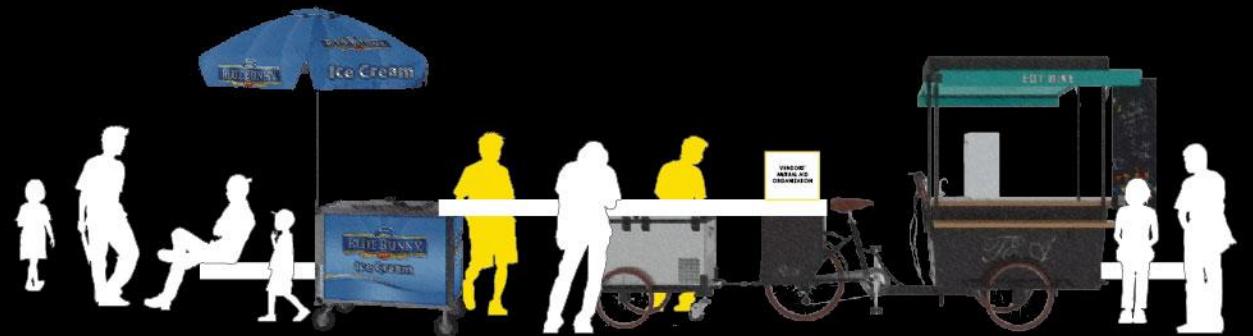
**MONDAY 8:00 AM** START OPERATION

# WEEKEND GATHERINGS

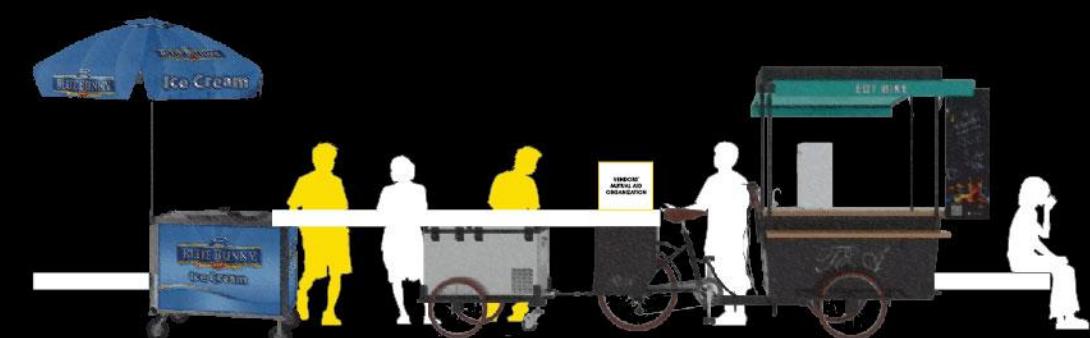


Location \_\_\_\_\_

Time \_\_\_\_\_



**PEOPLE WHO WANT TO START VENDING BUSINESS  
COME TO INQUIRE INFORMATION**



**VENDORS DISCUSS THEIR QUESTIONS ABOUT  
VENDING BUSINESS**

# POTENTIAL TOPICS

## HOW TO GET A LICENSE



**1**  
VENDOR REPRESENTATIVES  
TEACH ON SITE

**2**



**3**

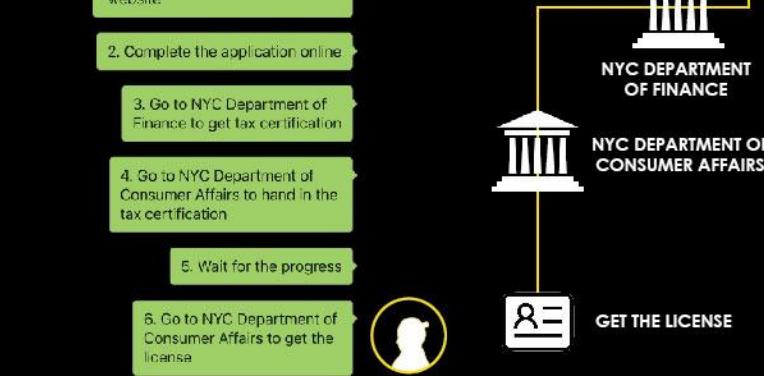


<https://youtu.be/TAIsEZEcSis>

<https://youtu.be/e11Mzy2kYnY>

Hello, I want to become a street vendor in NYC, but I don't have enough information about the process and regulations, what should I do first? How can I get a license?

1. Search for "street vendor license" and click in NYC Business website
2. Complete the application online
3. Go to NYC Department of Finance to get tax certification
4. Go to NYC Department of Consumer Affairs to hand in the tax certification
5. Wait for the progress
6. Go to NYC Department of Consumer Affairs to get the license



**NYC DEPARTMENT OF FINANCE**

**NYC DEPARTMENT OF CONSUMER AFFAIRS**

**GET THE LICENSE**

**HOW TO USE THE KIT**

**HOW TO SET UP THE APP**



**1**  
VENDOR REPRESENTATIVES  
TEACH ON SITE

**2**



**3**



<https://zzhou27.wixsite.com/locorocovendingprj>

**PHYSICAL KIT TUTORIAL**

**APP TUTORIAL**

**LocoRoco VENDING Project**



**SUPPORT STREET VENDORS**

<https://zzhou27.wixsite.com/locorocovendingprj>




**HOW TO DELIVER FOOD**

**citibike.** provided by lyft

**FIND VENDOR REPRESENTATIVES**

**ASK FOR CITIBIKE ACCOUNT**

**RECEIVE ORDER ON APP**

**DELIVER FOOD**

Hi I just joined the project and am excited to contribute to the community! What should I do if I receive a delivery order? How can I help other vendors to deliver their orders? Thank you!

Vendor representatives have Citibike accounts. You may ask the representatives in your area for the account.

The bike station map of NYC can be found online as well.

**WHERE ARE RESTROOMS**

**APP**  
SEARCH FOR "RESTROOM" ON THE APP

**WEBSITE**  
LocoRoco VENDING Project  
SEARCH FOR "RESTROOM" ON THE WEBSITE

**WHERE ARE COMMISSARIES**

**APP**  
SEARCH FOR "COMMISSARY" ON THE APP

**WEBSITE**  
LocoRoco VENDING Project  
SEARCH FOR "COMMISSARY" ON THE WEBSITE



## PHASE 8

### PROMOTION AND ADVERTISEMENT

Promote the project to restaurants, markets, vendors, and consumers through different forms of advertisement

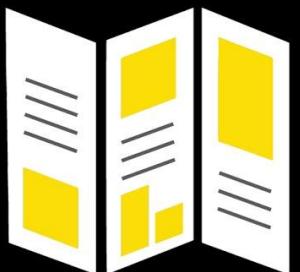
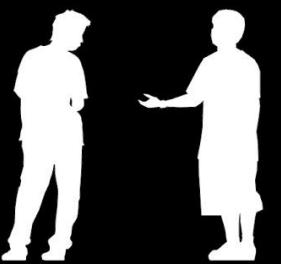


# PROMOTION / ADVERTISEMENT

Sharing through social media allows for easy advertisement/informational posts towards a large group of people at one time.



Hosting public events such as free meals at a vendor hub to share information and gather names will help spread word to local passerbys.



For markets and restaurants, providing informational handouts and walking to each place of interest with brochures will spread the word to the collaborative third-party organizations.

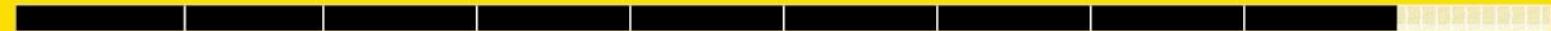
By using different methods to reach out to different groups of people allow the advertising and promotion to market to many people at once.

# PROMOTION / ADVERTISEMENT

## Social Media



Ready-made template for social media to inform about public events for advertising the app and program\*

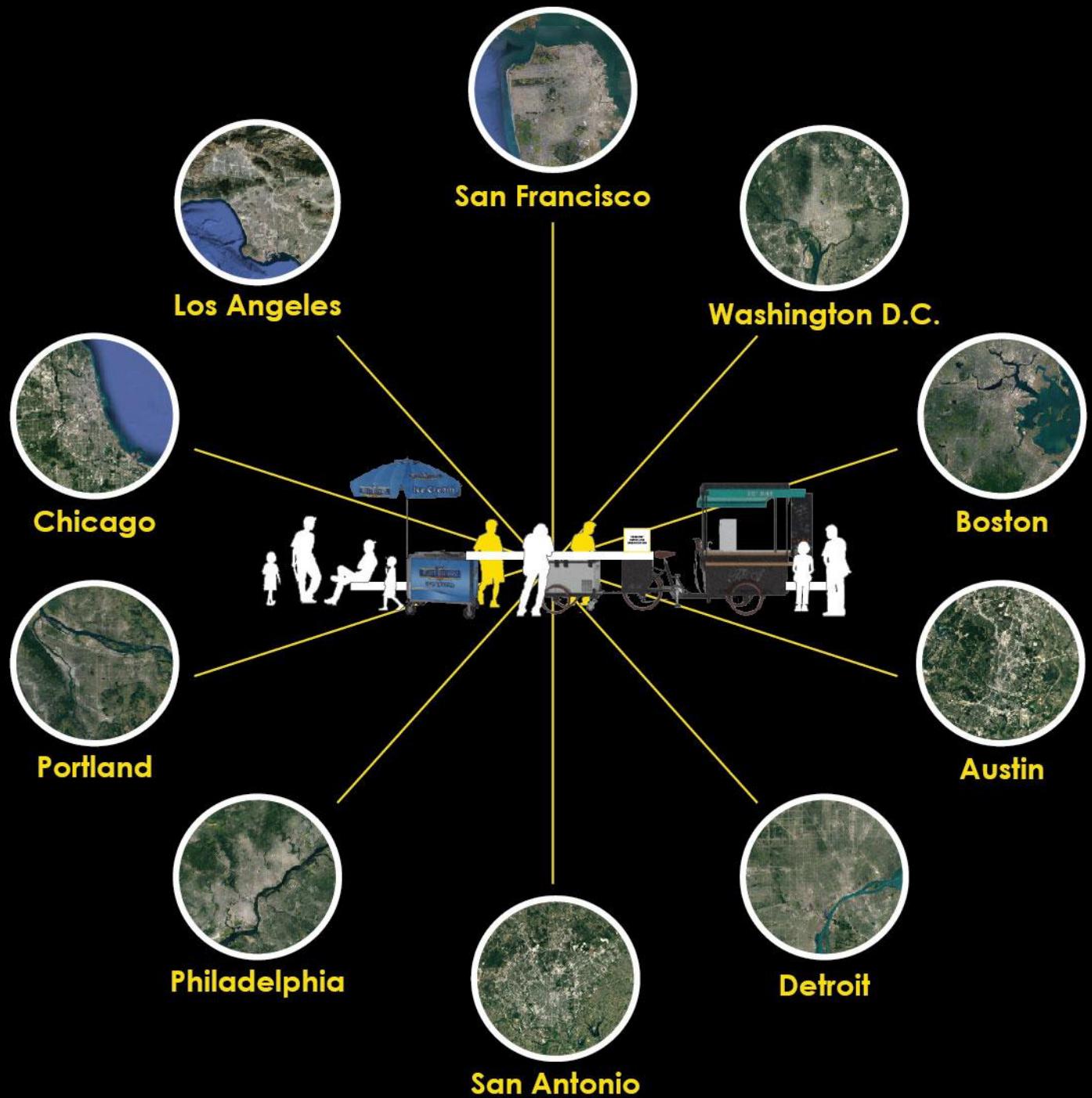


## PHASE 9

### PRACTICES IN OTHER CITIES

Applied the project in other cities to fulfill a more widespread use





## 10 BEST STREET FOOD CITIES

After the promotion in NYC, the project can be applied in other cities to increase the flexibility of the system. Some details may be redesigned based on regional differences.



## DEMONSTRATED PRACTICE IN SAN FRANCISCO

Market Street is a main street allowing street vending in San Francisco. The project will be practiced on Market Street to accommodate local situation.



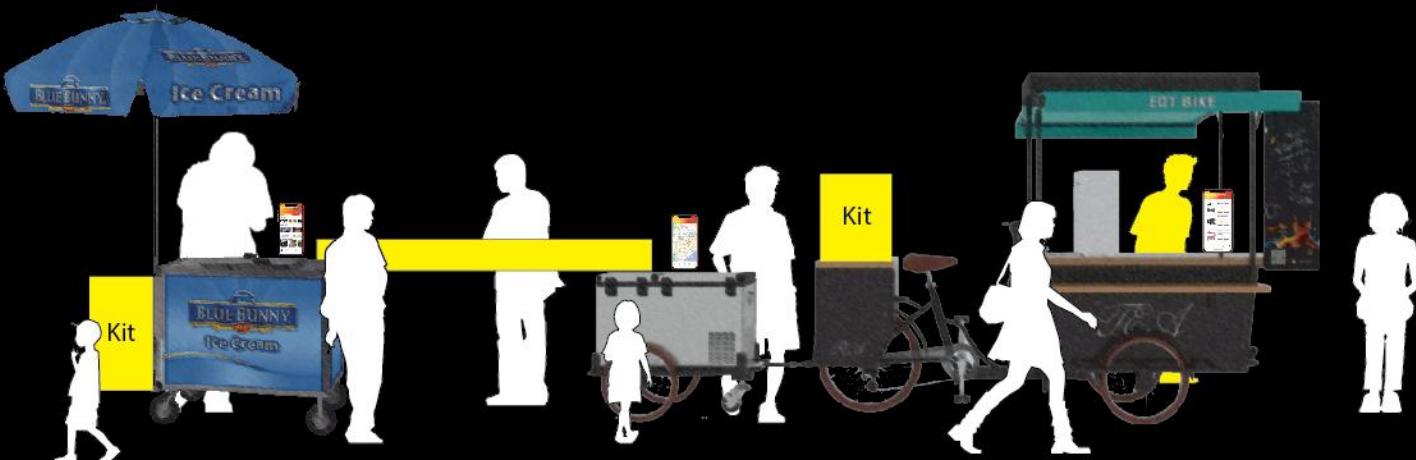
## PHASE 10 SYSTEM MAINTENANCE

This is the continuing final phase of the project. In this phase, vendors decide whether they want to join the maintenance of this project after a free trial of 2 months, and make their contribution to the fund every month. Vendors would create mutual-aid network by helping and communicating with each other on a regular basis.



## 2 MONTHS FREE TRIAL OF KIT AND APP

After the physical kit and mobile app are introduced to the street vendors, restaurants, markets, and consumers in a city, users are granted with a 2 months free trial of the products they came up with together. After the free trial, participants are given a chance to choose whether they want to stay and keep contributing to this mutual-aid network physically and financially or not.



## BECOME PART OF THE SYSTEM

By contributing \$5 every month, attending weekly meetings regularly, and helping with delivery orders, vendors could become an active member of the system and enjoy the service of Kit Warranty, WIFI, and delivery.



Kit Warranty  
Free Replacement of Broken Panels



WIFI Service  
Portable WIFI Hotspot



Delivery Service  
Rotating Delivery Shifts Among Vendors

## FUND AND TASK CONTRIBUTION

The money would be used for city bike renting, WIFI hotspot maintenance, and kit panel product for the system.

Scan the adjacent QR code and visit the **DONATE** session of the LocoRoco Vending Project Website. Click "**CONTRIBUTE AS A MEMBER**" button and create your own account for the monthly contribution.



<https://zzhou27.wixsite.com/locorocovendingprj/donate>

