



Future Agenda Item Request Form

Future agenda items should be limited to new issues that emerge during the year that are urgent and cannot wait until the next priority setting session of Council before requiring action.

Name: Wes Speake

Date: 7//25/2025

Title Name/Topic: Update of Chapter 5.34 PEDDLERS AND SOLICITORS

Background

1. What is the purpose of the request, i.e. what are you trying to achieve or do?

Drastically reduce negative interactions at resident doorsteps and restore/reset the relationship between solicitors and residents. Unwanted door-to-door solicitations from aggressive sales reps can disrupt privacy, compromise security, and frustrate residents who wish to enjoy peace in their homes.

I would like to update various parts of 5.34. as noted below:

2. What is the scope of the work you wish to see done?

If approved, I would like to:

- 1. Revise the definition of "Solicitor" (Section 5.34.020(B))** to include individuals who gather data for resale—commonly referred to as "lead generators."
- 2. Require solicitors to display an State issued Home Improvement Salesperson (HIS) license** at all times, and to present it upon request by a resident. The ID must clearly state who they represent and what they are selling.
- 3. Increase fines for violating Section 5.34.110 (No Solicitors Sign)—** doubling the current penalty to strengthen enforcement. 2nd time is revocation of permit
- 4. Mandate that all solicitors and their affiliated businesses possess a valid Corona Solicitors Peddlers Permit and Active Business License.**
- 5. Amend Section 5.34.160 (Aggressive Soliciting)** to include refusal to leave a premises when asked as a form of aggressive solicitation.
- 6. Explore the development of a "No Solicitors" list,** which could be shared with solicitor permit holders as part of compliance requirements. Similar to DO NOT CALL Registry
- 7. Require solicitors to acknowledge and accept all relevant rules and responsibilities** when applying for a solicitation permit.
- 8. Increase public education efforts regarding rights under Chapter 5.34 (Peddlers & Solicitors), including:**



- Solicitors must visibly display a valid state and city-issued permit and provide it upon request.
- Solicitors may not approach homes that have a clearly posted “No Solicitors” sign.
- Repeated solicitation after a resident has declined is prohibited.
- Detail aggressive action in code

3. Does this request align with the City’s Strategic Plan? How?

#5 Sense of Place- Quality of life issue

4. What is the desired timeline to have the issue considered by Council?

If approved by council, as it fits in with the current timelines and staff workload

5. Is the issue urgent requiring action before the next priority setting session of Council (Fall Policy Workshop)?

Yes, if changes were to be recommended, they could be heard in the fall policy workshop and potentially added our state or federal platform to expand at the state or federal

To protect consumer preferences and reduce nuisance visits, it's time to establish a city **Do Not Solicit Database**, modeled after the successful **Do Not Call Register** used to block telemarketing calls.

The Case for a Do Not Solicit Database

- **Respect for Residential Privacy:**
Just as phone calls to individuals on the Do Not Call list are restricted, door-to-door interactions should honor a resident’s explicit wish not to be contacted.
- **Proven Framework to Follow:**
The Do Not Call Register, administered by government agencies, already:
 - Records individual preferences
 - Enforces penalties for violations
 - Reduces unwanted contact
- A similar framework could be adapted for physical solicitations—with registration available online or by mail.
- **Enhanced Community Safety:**
Limiting unsolicited visits minimizes exposure to scams and impersonators who prey on neighborhoods under the guise of canvassing.
- **Convenience for Solicitors:**
A centralized database benefits businesses and organizations by clearly identifying which households to avoid—saving time and respecting boundaries.
- **Public Support and Feasibility:**
Surveys show broad support for limiting door-to-door solicitation. Since the



infrastructure for opt-out registries already exists, implementation costs would be modest compared to the long-term societal benefit.

How It Would Work

Feature	Do Not Call Register	Proposed Do Not Solicit Database
Purpose	Prevent telemarketing calls	Prevent door-to-door solicitations
Access	Free to all individuals	Free online or mail registration
Enforcement	Fines for violators	Fines and public notices of violation
Visibility	Used by companies for compliance	Used by canvassers, vendors, organizations

A Knock-Free Future

As society continues to evolve toward digital communication and consent-based marketing, a Do Not Solicit Database reflects modern values: respect, choice, and safety. The Do Not Call Register shows it's not just possible—it's popular and effective.

Let's turn off the porch light to unwanted solicitations and turn on a future where personal boundaries are protected

Staff Section (To be completed by staff)

Approximate Staff Time Required: ____ Hours

Approximate Cost: \$ ____