

JES HOWEN MCBRIDE
LOS ANGELES, CALIF.

November 28, 2014
Honorable City Council
c/o: Office of the City Clerk
Attn: Richard Williams and Felipe Chavez
200 North Spring Street, Room 395
Los Angeles, CA 90012.

RE: Support for proposed Sidewalk Vending Program, Los Angeles City Council File #13-1493

Honorable City Council,

I am writing on behalf of the residents of Los Angeles to express support for a citywide program that would legalize and regulate sidewalk vending in Los Angeles. As a friend of the Los Angeles Food Policy Council, which represents a stakeholder network of over 280 organizations, I have committed to making Los Angeles a "Good Food" region for everyone—where food is healthy, affordable, sustainable and fair.

Legalized sidewalk vending will enhance the unique public character of Los Angeles, as well as increase the availability of healthy food in underserved communities, encourage local economic development, and create safer, livelier streets. There are an estimated 10,000 street vendors in Los Angeles, many of whom provide fresh fruits and vegetables and other healthy culturally-relevant food in neighborhoods with limited healthy food options. These street vendors operate outside of the formal economy because the City currently lacks a process to recognize and support these entrepreneurs. PLEASE DEVELOP AN AFFORDABLE PERMIT PROCESS with a humane enforcement strategy, giving these small business owners an opportunity to make an honest living. I express strong support for a sidewalk vending ordinance that creates the following:

- **A Citywide permit process for food and non-food sidewalk vending.** This process should consider the cost of the program for the City and the financial capacity of low-income vendors. In order for vendors across the City to have a real incentive to participate, any policy that is put forth must apply to all areas of the city.
- **Incentives for different types of healthy food vending,** including but not limited to, fresh fruit, produce, water and healthy snacks. Examples of incentives offered to healthy food vendors should include reduced permit fees, special access to events sponsored by the City and exclusive vending areas such as around schools and in front of hospitals.
- **Responsible and humane enforcement** focused on education and training first, that avoids arrests or excessive criminalization of vendors.

As community food advocates, we recognize that street vendors play an important role in addressing inequitable access to healthy food and are a vibrant part of our local food economy. By legalizing sidewalk vending, the City of LA creates jobs, supports local food entrepreneurs and activates the vibrancy and safety of the streets. On behalf of the thousands of vendors we work with and support, we urge the City of Los Angeles to pass a sidewalk vending ordinance with expediency.

Sincerely,

Jes Howen McBride

CC:

Councilmember Gilbert Cedillo

Councilmember Paul Krekorian

Councilmember Bob Blumenfield

Councilmember Tom LaBonge

Councilmember Paul Koretz

Councilmember Nury Martinez

Councilmember Felipe Fuentes

Councilmember Bernard Parks

Councilmember Curren D. Price, Jr.

Councilmember Herb J. Wesson, Jr.

Councilmember Mike Bonin

Councilmember Mitchell Englander

Councilmember Mitch O'Farrell

Councilmember Jose Huizar

Councilmember Joe Buscaino