

Honorable City Council
c/o: Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA 90012

May 5, 2014

RE: Motion and Analysis regarding Street Vending Program, #13-1493

Honorable City Council,

I am writing to express enthusiastic support for the City of Los Angeles' consideration of a citywide program that would legalize and regulate street vending in Los Angeles. My name is Aldo Medina and I am lifelong resident of Los Angeles County and currently work in the City of Los Angeles.

I am a strong supporter of the Los Angeles Street Vendor Campaign, a citywide coalition of more than 40 community-based organizations advocating on behalf of more than 10,000 street vendors in Los Angeles. These street vendors currently operate outside of the formal economy because the City lacks a process that both recognizes and supports these micro-entrepreneurs. I believe that by developing a permit process with competent enforcement strategies, the City could give these small business owners an opportunity to make an honest living, encourage healthy eating, and create safer more vibrant streets.

Specifically, I support the following components of a vending ordinance:

- A Citywide permit process for food and non-food vending. This process should consider the cost of enforcement, revenue opportunities 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, cut fruit, produce, and water.
- Responsible and humane enforcement, reducing punishment of illegal vending from a misdemeanor to an infraction, avoiding arrests and exorbitant fines. The campaign has outlined a tiered system of enforcement that maximizes the potential of participation by vendors all over the City.

A detailed summary of these points has been submitted to the lead Legislative Analyst, Felipe Valladolid Chavez in the form of a *policy memo*.

In solidarity with the Los Angeles Street Vendor Campaign and the thousands of vendors they work with and represent, we are committed to forging a strong partnership with the City of Los Angeles that brings this important economic sector out of the shadows. Please feel free to contact me should you have any questions.

Sincerely,



Aldo Medina
Commercial Corridor Coordinator
(323) 640-1981

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c/o: Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA 90012.

May 5th, 2014

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Specifically, I support the following components of a vending ordinance proposed by the campaign:

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It is my understanding that a detailed summary of these points has been submitted to the lead Legislative Analyst, Felipe Valladolid Chavez in the form of a *policy memo*.

The Los Angeles Street Vendor Campaign works on behalf of the thousands of vendors they work with and represent, and I am behind them as they forge a strong partnership with the City of Los Angeles that brings this important economic sector out of the shadows. Please support this important ordinance.

Sincerely,



Abigail Wood
4709 N. Figueroa St.
Los Angeles, CA
90042



Proyecto Pastoral at Dolores Mission

135 North Mission Road, LA, CA 90033
Phone (323)881-0018 Fax (323) 268-7228
www.proyectopastoral.org

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Honorable City Council,

I am writing to express enthusiastic support for the City of Los Angeles' consideration of a citywide program that would legalize and regulate street vending in Los Angeles. My organization, Proyecto Pastoral, is committed to empowering the community of Boyle Heights through grassroots projects in education, leadership, and service.

Proyecto Pastoral is also a member of the Los Angeles Street Vendor Campaign, a citywide coalition of more than 40 community-based organizations advocating on behalf of more than 10,000 street vendors in Los Angeles. These street vendors currently operate outside of the formal economy because the City lacks a process that both recognizes and supports these micro-entrepreneurs. We believe that by developing a permit process with competent enforcement strategies, the City could give these small business owners an opportunity to make an honest living, encourage healthy eating, and create safer more vibrant streets.

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On behalf of the thousands of vendors we work with and represent, we are committed to forging a strong partnership with the City of Los Angeles that brings this important economic sector out of the shadows. Please feel free to contact me at 323-881-0016 should you have any questions.

Sincerely,

Cynthia Sanchez
Executive Director

Comunidad en Movimiento
Community Organizing Project

IMPACTO
Academic Enrichment Program
Aliso-Pico Recreation Center

Dolores Mission Women's Cooperative
Early Childhood Education Centers

Guadalupe Homeless Project
Men's Shelter Program
Women's Catering Program

Proyecto Pastoral Thrift Store
Community Thrift Store

Promesa Boyle Heights
Community-School Transformation



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Honorable City Council,

We at **Women Organizing Resources, Knowledge and Services (WORKS)** are writing to express enthusiastic support for the City of Los Angeles' consideration of a citywide program that would legalize and regulate street vending in Los Angeles. **As a nonprofit affordable housing developer, WORKS has developed close to 1,300 affordable housing units and has successfully implemented healthy food access programs and direct services into our housing locations, including on-site cooking classes, weekly produce markets, community gardens and food needs assistance.**

WORKS is also a member of the Los Angeles Street Vendor Campaign, a citywide coalition of more than 40 community-based organizations advocating on behalf of more than 10,000 street vendors in Los Angeles. These street vendors currently operate outside of the formal economy because the City lacks a process that both recognizes and supports these micro-entrepreneurs. We believe that by developing a permit process with competent enforcement strategies, the City could give these small business owners an opportunity to make an honest living, encourage healthy eating, and create safer more vibrant streets.

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A detailed summary of these points has been submitted to the lead Legislative Analyst, Felipe Valladolid Chavez in the form of a *policy memo*.

On behalf of the thousands of vendors we work with and represent, we are committed to forging a strong partnership with the City of Los Angeles that brings this important economic sector out of the shadows. Please feel free to contact me should you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Francesca de la Rosa', written in a cursive style.

Francesca de la Rosa
Director of Policy and Strategic Alliances
323-341-7028



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Los Angeles, CA 90012.

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RE: Motion and Analysis regarding Street Vending Program, #13-1493

Honorable City Council,

I am writing to express enthusiastic support for the City of Los Angeles' consideration of a citywide program that would legalize and regulate street vending in Los Angeles. My organization, Esperanza Community Housing, is committed to comprehensive community development with a focus on equity of opportunity and human rights.

Esperanza Community Housing is also a member of the Los Angeles Street Vendor Campaign, a citywide coalition of more than 40 community-based organizations advocating on behalf of more than 10,000 street vendors in Los Angeles. These street vendors currently operate outside of the formal economy because the City lacks a process that both recognizes and supports these micro-entrepreneurs. We believe that by developing a permit process with competent enforcement strategies, the City could give these small business owners an opportunity to make an honest living, encourage healthy eating, and create safer more vibrant streets.

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A detailed summary of these points has been submitted to the lead Legislative Analyst, Felipe Valladolid Chavez in the form of a policy memo.

On behalf of the thousands of vendors and other community members we work with and represent, we are committed to forging a strong partnership with the City of Los Angeles that brings this important economic sector out of the shadows. Please feel free to contact me should you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Nancy Halpern Ibrahim", with a long horizontal line extending to the right.

Nancy Halpern Ibrahim, MPH
Executive Director

Building hope with community



THE PUBLIC INTEREST LAW OFFICE OF THE LOS ANGELES COUNTY AND BEVERLY HILLS BAR ASSOCIATIONS
The Southern California Affiliate of The Lawyers' Committee for Civil Rights Under Law

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I am writing to express enthusiastic support for the City of Los Angeles' consideration of a citywide program that would legalize and regulate street vending in Los Angeles. My organization, Public Counsel, is the nation's largest pro bono law firm of its kind, with a 40 year track record of fighting for the rights of low-income families, children and youth, veterans, and nonprofit organizations and small businesses in Los Angeles. Public Counsel's Community Development Project maintains a specific focus on enhancing economic mobility in low-income neighborhoods by empowering nonprofit organizations and small businesses and expanding opportunities for low-income entrepreneurs.

Public Counsel is also a member of the Los Angeles Street Vendor Campaign, a citywide coalition of more than 40 community-based organizations advocating on behalf of more than 10,000 street vendors in Los Angeles. These street vendors currently operate outside of the formal economy because the City lacks a process that both recognizes and supports these micro-entrepreneurs. We believe that by developing a permit process with competent enforcement strategies, the City could give these small business owners an opportunity to make an honest living, encourage healthy eating, and create safer more vibrant streets.

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Page 2 of 2

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Sincerely,

A handwritten signature in black ink, appearing to read "Doug Smith". The signature is fluid and cursive, with a large initial "D" and "S".

Doug Smith
Equal Justice Works Fellow
Public Counsel - Community Development Project
213-385-2977 x 184

L.A. KITCHEN

revealing the power of food

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Honorable City Council,

I am writing to express enthusiastic support for the City of Los Angeles' consideration of a citywide program that would legalize and regulate street vending in Los Angeles. My organization, the L.A. Kitchen is committed to supporting the creation of new jobs in the food service industry in Los Angeles, and think this issue could help create thousands of new businesses

The L.A. Kitchen is also a member of the Los Angeles Street Vendor Campaign, a citywide coalition of more than 40 community-based organizations advocating on behalf of more than 10,000 street vendors in Los Angeles. These street vendors currently operate outside of the formal economy because the City lacks a process that both recognizes and supports these micro-entrepreneurs. We believe that by developing a permit process with competent enforcement strategies, the City could give these small business owners an opportunity to make an honest living, encourage healthy eating, and create safer more vibrant streets.

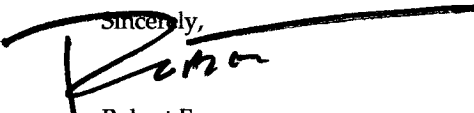
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Please feel free to contact me should you have any questions.

Sincerely,



Robert Egger
CEO