



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

May 6, 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 organization, Youth Speak Collective is committed to, empower low-income, at-risk youth and their families with the skills necessary to pursue higher education and create strong communities. The organization's name stems from its commitment to providing youth with the opportunity to 'speak' – to be vocal and empowered, helping develop the very programs they participate in, programs that improve the health of their neighborhoods.

**Youth Speak Collective** 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.

Specifically, we 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*.

- 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,

Diana Jimenez  
Special Projects Coordinator  
(818) 925-1545



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

May 6, 2014

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

Honorable members of the Los Angeles City Council,

I am writing to express enthusiastic support for a City of Los Angeles program that would legalize and regulate street vending in Los Angeles. The mission of KIWA (Koreatown Immigrant Workers Alliance) is to build the power of immigrant workers and residents and to organize a progressive grassroots leadership to transform our workplaces and communities, in Koreatown and beyond.

KIWA is 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 recognizes and supports them, despite the many contributions they make to our city's vitality, culture, and economy. We believe that by developing a permit process, the City could give these small-business owners an opportunity to make an honest living, encourage healthy eating, and create safer and more vibrant streets.

Specifically, we 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 the penalty for 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.

On behalf of the thousands of vendors our coalition works with and represents, 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 that reads "Alexandra Suh".

Alexandra Suh  
Executive Director



## Hunger Action Los Angeles

961 S. Mariposa # 205 Los Angeles CA 90006

Ph (213) 388 8228 Fax (213) 388 8448 www.hungeractionla.org

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

May 6<sup>th</sup>, 2014

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

Honorable City Council,

On behalf of Hunger Action Los Angeles -a coalition of low income people and service providers dedicated to alleviating poverty through advocacy, education and direct services- I want to express enthusiastic support for the City of Los Angeles' consideration of a program that would legalize and regulate street vending citywide.

Hunger Action Los Angeles is also a member of the Los Angeles Street Vendor Campaign, a citywide alliance 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 Los Angeles lacks a process that both recognizes and supports these micro-entrepreneurs. By developing a permit process with effective enforcement strategies, Los Angeles will enable small business owners to make an honest living and create safer more vibrant streets.

Specifically, we 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*.

On behalf of the thousands that the Campaign works with and represents, 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,

Frank Tamborello

Director

(213) 388 - 8228

May 6, 2014

Councilmember Curren D. Price Jr., Chair  
Economic Development Committee  
Room 1010, City Hall  
200 North Spring Street  
Los Angeles, CA 90012

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

Dear Mr. Miller,

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. Promesa Boyle Heights has galvanized parents, youth, educators, local organizations and key stakeholders to achieve a common vision: *To ensure all children in our zone have access to effective schools and strong systems of family and community supports to prepare them to succeed in school and become dynamic and engaged citizens of the 21st Century.*

Promesa Boyle Heights 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.

Specifically, we 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*.

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,



Deycy Hernandez, Promesa Boyle Heights Project Director

# MÁS

**DATE**

May 6, 2014

**TO**

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

**RE**

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

xxxxxxxxxxxxxxxxxxxxxxxxxxxx



**OFFICE**

3780 Wilshire Blvd, Ste 250  
Los Angeles, CA 90010

**PHONE**

+1 323 382 4762

**EMAIL**

elizabeth@mas.la

**WEBSITE**

www.mas.la

To the 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, LA-Más, is committed to cultural sensitive and community oriented design and implementation at the intersection of social and economic equity.

LA-Más 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.

Specifically, we 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.
- 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.

A detailed summary of these points has been submitted to the lead Legislative Analyst, Felipe Valladolid Chavez.

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 'Elizabeth Timme', written in a cursive style.

Elizabeth Timme



811 W. 7<sup>th</sup> Street, Suite 205  
Los Angeles, CA 90017  
323.786.3587  
www.fromlotospot.org

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

May 6, 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 organization, From Lot to Spot is committed to working with disadvantaged communities to transform vacant lots into public green spaces and provide engagement and educational opportunities.

From Lot to Spot 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.

Specifically, we 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*.

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,

Viviana Franco  
Executive Director  
323.762.5797



VELLANOWETH & ASSOCIATES  
LABOR CONSULTING FIRM

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

May 6, 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 organization, Vellanoweth & Associates is committed to providing economic opportunities through community, political and union organizing for diverse communities throughout the Greater Los Angeles area.

Vellanoweth & Associates my firm strongly supports the efforts 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.

Specifically, we 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 ValladolidChavez 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,

Carlos Vellanoweth  
Owner  
(213) 248 - 0406

Cindy Adame  
516 Simmons Ave.  
Los Angeles, CA 90022

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

May 06, 2014

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

City Council,

I am an East LA resident over 5 years now and although I was born and raised in South Central LA I enjoy the eastside much more. I come from divorced parents. I was only a year old and my younger brother was a new born. Since then my father would come visit on a weekly basis to come buy his produce down on Central Ave. in the Produce Mart and fish from formerly know Gems of the Sea, in Boyle Heights. He is a restaurant owner along with his current wife in Oxnard, CA. This was the time where my brother and I actually got to spend time with him. He was also a mariachi at the Mariachi Plaza.

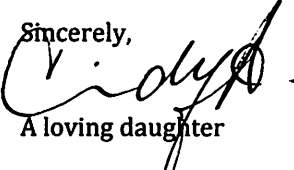
Although we lived in SCLA on a weekly basis we got a tad bit of BH. I highlight Boyle Heights because I currently work in BH and I work for an amazing organization that not only do they advocates for street vendors, but provides services here in BH to build assets in this community, along with homeownership and homeownership retention. I recall looking forward to seeing my dad every week. We would buy his produce then have breakfast at the Jack in the Box on Mott St. while they loaded his truck with the fish. During the week he would randomly decide to pick us up and head to the mariachi plaza for some Caldo de Rez from Santa Cecilia. It was then he took advantage to visit La Casa del Musico and buy what he needed for his instrument, he used to play the guitar. We would have donuts if we were there too early before Santa Cecilia opened. He would then practice a little right outside the plaza just out of fun not for business. If he visited the plaza later in the day we would take advantage of the elotes, raspados, and/or paleteros. Whatever peaked our little hearts my father made sure he pleased us.

My father later started buying his produce and fish locally in Oxnard and what we were familiar with suddenly became alien. We longer visited BH, nor came on this side of town, but nonetheless we continued to buy from our local street vendors. There wasn't a day or an hour that we didn't get an eloteroo passing by, or a tamalero, or the raspados. Aside from the Ice Cream trucks passing by throughout the day even late in the evening. It was never ending, but as a kid who would enjoy a raspado along with some churros!

After the years passed by and times changed my father had open heart surgery. As he was staying in East LA and I took advantage and took him on a mini field trip through the Mariachi Plaza. His eyes lit as we approached the plaza. He asked for the donut shop he asked for stores that luckily are still in place. His hear was full of glee! He stated "ya no está igual como en mis tiempos pero con la raza sigue siendo Boyle Heights".

Perhaps for some this might be insignificant, or some might be asking how this is related to legalizing street vending? Well to me it means going beyond legalizing street vending. It goes to keep BH and other cities alive! full of life! This will bring so much to the cities, not only income to a household, but it might be a home that a parent can purchase or it might mean a home that won't go into foreclosure. It might mean a home can now feel free to make a decent living. This will help light up a street that many years ago was once lit, it will bring hope to a mother, father, son or daughter. Hope brings people together!

Sincerely,



A loving daughter