

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. As a native Angeleno and 28 year resident of this magnificent city, I am excited of a motion to legalize street vending citywide!

I am 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 are committed to co-create 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,

Roberto C Coto
[323.369.4311](tel:323.369.4311)
robertoccoto@gmail.com

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



A New Way of Life Re-Entry Project

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. The core mission of my organization, A New Way of Life Reentry Project, is to restore the civil rights of people with criminal records to housing, employment, public benefits, and the right to vote.

A New Way of Life Reentry Project 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,



Susan Burton
Executive Director
323-563-3575

- CC: Councilmember Herb J. Wesson, Jr.
Councilmember Paul Krekorian
Councilmember Jose Huizar
Councilmember Gilbert A. Cedillo
Councilmember Nury Martinez
Councilmember Bob Blumentfield
Councilmember Tom LaBonge
Councilmember Paul Koretz
Councilmember Felipe Fuentes
Councilmember Bernard Parks
Councilmember Mike Bonin
Councilmember Mitchell Englander
Councilmember Mitch O' Farrell
Councilmember Joe Buscaino

Daniel Rodriguez
740 Harding 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 7, 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.

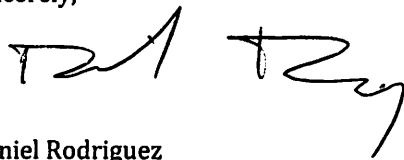
I strongly support the Los Angeles Street Vendor Campaign, a citywide coalition of more than 40 community-based organizations advocating on behalf of more than 10,000 street vendors in Los Angeles. These street vendors currently operate outside of the formal economy because the City lacks a process that 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.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Daniel Rodriguez', written in a cursive style.

Daniel Rodriguez
323-708-9169 cell

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

May 7, 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. As a resident of Los Angeles and staff of East LA Community Corporation (ELACC), I strongly support and demand the legalization of street vending because of its creation of local jobs, cultural preservation, and promotion of livelihood and safety on the streets.

ELACC 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.

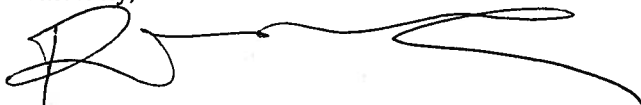
Specifically, we support the following components of a vending ordinance:

- 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,



Rey Fukuda
8 year resident of Los Angeles
Assistant Project Manager of East LA Community Corporation
323-604-1966