



200 North Spring Street
City Hall
M125
Los Angeles, CA 90012
goodfoodla.org

May 9, 2014
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

Honorable City Council,

I am writing on behalf of the Los Angeles Food Policy Council 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 Los Angeles Food Policy is committed to making Los Angeles a "Good Food" region for everyone- where food is healthy, affordable, sustainable and fair.

Los Angeles Food Policy Council 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,

A handwritten signature in black ink that reads "Clare Fox". The signature is written in a cursive, flowing style.

Clare Fox
Director of Policy & Innovation
Los Angeles Food Policy Council

URBAN SEMILLAS

Cultivating Communities. Building Capacity

May 9, 2014

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

Honorable City Council,

On behalf of Urban Semillas, I am writing to express our enthusiastic support for the City of Los Angeles' consideration of a citywide program that would legalize and regulate street vending in Los Angeles. Urban Semillas works with monolingual, Spanish-speaking, individuals so that they may play a role in city and statewide policy issues that have an impact on their lives and their families.

Urban Semillas 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.

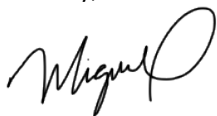
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A detailed summary of these points has been submitted to the lead Legislative Analyst, Felipe Valladolid Chavez in the form of a *policy memo*.

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,



Miguel A. Luna
Executive Director



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

Friday, May 09, 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. The Los Angeles Neighborhood Land Trust is committed to building healthier, stronger, and safer neighborhoods by creating urban parks and community gardens.

As an environmental justice organization, we work in neighborhoods that are not only significantly impacted by the lack of green open spaces, but that are also facing severe health disparities, and economic insecurities. As 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—we believe street vendors should not be forced to 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*.

We are committed to forging and supporting partnerships with the City of Los Angeles to bring 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 "Alina Bokde".

Alina Bokde
Executive Director
213-572-0191