



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

May 2nd 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 InnerCity Struggle is committed to promotes safe, healthy and non-violent communities by organizing youth and families to build power and influence in Boyle Heights, El Sereno, unincorporated East Los Angeles and Lincoln Heights to work towards economic, social and educational justice.

InnerCity Struggle 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,

Adrian Landa Guzman
Community Organizer
323-780-7605 ext. 117



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

May 2nd, 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, Leadership for Urban Renewal Network (LURN), is committed to bringing people together to responsibly revitalize low-income areas. We are passionate about building a better Los Angeles, and supporting the assets that already exist in our communities. Some of LA's strongest assets are the micro-entrepreneurs commonly referred to as street vendors.

LURN 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.
- A responsible and humane enforcement strategy that reduces punishment of illegal vending from a misdemeanor to an infraction, avoids 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 blue ink, appearing to read 'Rudy Espinoza', is written over a light blue horizontal line.

Rudy Espinoza
Executive Director
310-597-1812



BOARD MEMBERS

Brian Moore

Chair

Harry B. Chandler

Vice Chair & Fundraising
Committee Co-Chair

Chris Rising

Treasurer & Real Estate
Committee Chair

Barbara Romero

Secretary

Allan Abshez

Policy Committee Chair

Monica Dodi

Member

Steve English

Audit Committee Chair

Cynthia Hirschhorn

Fundraising Committee
Co-Chair

René Jones

Member

Howard Katz

Member

Jordan Kerner

Marketing Committee Co-
Chair

Dennis R. Martinez

Member

Gary Ross

Marketing Committee Co-
chair

Bruce Saito

Member

Daniel Tellalian

Member

Daphne Zuniga

Member

Honorable City Council

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

May 2, 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 River Revitalization Corporation is a non-profit venture dedicated to placemaking and sustainable development along the Los Angeles River. We apply an entrepreneurial approach to the implementation of the LA River Revitalization Master Plan, our blueprint to transform the river into a great civic amenity for the city of Los Angeles.

The LA River Corp 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. This is especially true along the LA River, where formal street vending districts can be a strong economic development tool for low-income communities and a great amenity for the LA River.

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.

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,

Omar Brownson,
Executive Director



UNITEHERE! LOCAL 11

Sent Via Email to: sharon.dickinson@lacity.org

May 2, 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 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.

UNITE HERE Local 11 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,



Thomas Walsh
President

MAIN OFFICE
464 S. Lucas Ave., Suite 201
Los Angeles, CA 90017
(213) 481-8530 • Fax (213) 481-0352

GARDEN GROVE OFFICE
13252 Garden Grove Blvd., Suite 200
Garden Grove, CA 92843
(714) 750-4373 • Fax (714) 750-2683

AIRPORT OFFICE
4634 W. Imperial Hwy.
Inglewood, CA 90304
(310) 671-0720 • Fax (310) 671-5021

BOARD OF DIRECTORS

Maria Elena Durazo/Chair
Executive Secretary-Treasurer
LA County Federation of Labor, AFL-CIO

Robin Cannon/ Vice-Chair
President
Concerned Citizen of
South Central Los Angeles

Kent Wong/ Secretary
Director
UCLA Center for Labor
Research & Education

Peter Dreier
Professor of Politics & Chair of
Urban & Environmental Policy
Program, Occidental College

Cindy Ensworth
Regional Organizer
California Teachers Association

John Grant
Secretary-Treasurer
UFCW Local 770

Eddie Ily
Assistant Director
UFCW Making Change at Walmart

Marvin Kropke
Business Manager
IBEW Local 11

Nury Martinez
Executive Director
Pacoima Beautiful

Manuel Pastor
Professor of Sociology and American
Studies & Ethnicity
University of Southern California

David Pettit
Senior Attorney
Natural Resources Defense Council

Angelica Salas
Executive Director
CHIRLA

Sabrina Smith
Deputy Director
California Calls

Danny Tabor
Mayor (Ret.)
City of Inglewood

Manny Valenzuela
Western Region Organizing Director
International Brotherhood of Teamsters

Thomas Walsh
President
UNITE HERE! Local 11

EXECUTIVE DIRECTOR

Roxana Tynan

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

May 2, 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. LAANE is committed to addressing the challenges of working poverty, inadequate health care and polluted communities.

LAANE 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,

Aiha Nguyen
Director, Shop Well LA
LAANE
(213) 977-9400



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

May 2, 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, SAJE (Strategic Actions for a Just Economy) is committed to change public and corporate policy in a manner that provides concrete economic benefit to working-class people, and builds leadership through a movement for economic justice.

SAJE (Strategic Action for a Just Economy) 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.

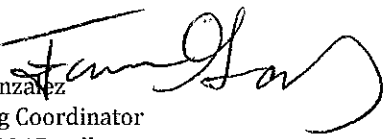
Specifically, we support the following components of a vending ordinance:

- 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,


Favian Gonzalez
Organizing Coordinator
310-621-3947 cell
213-745-9961 work