



Sidewalk Vending Ordinance Implementation – 2nd Update

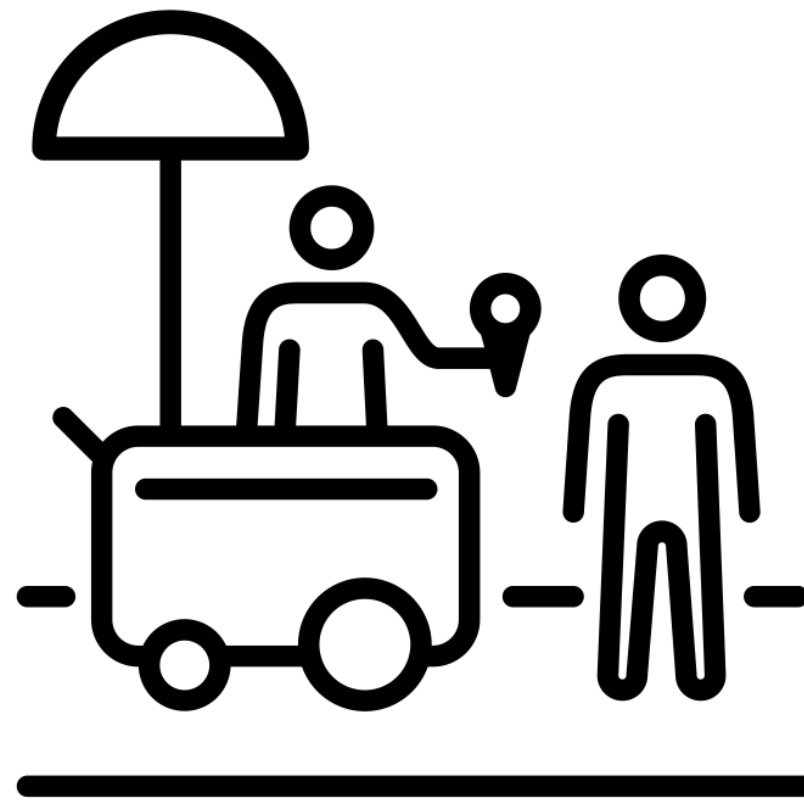
May 20, 2025

Agenda

- Background
- Education & Communications Update
- Sidewalk to Success Update
- Enforcement Update
- Next Steps



BACKGROUND



Sidewalk Vending Ordinance Background



In 2018, the State of California passed **Senate Bill 946 (SB 946) "The Safe Sidewalk Vending Act"**, which took effect on January 1, 2019



SB 946's intent was to decriminalize sidewalk vending and it established parameters for the local regulation of sidewalk vendors



On January 23, 2024, **City Council approved a new sidewalk vending ordinance**, which went into effect on February 26, 2024



The ordinance was designed after extensive research and community feedback to **create a clear path for sidewalk vendors and support small businesses**, while protecting the public's health, safety and welfare

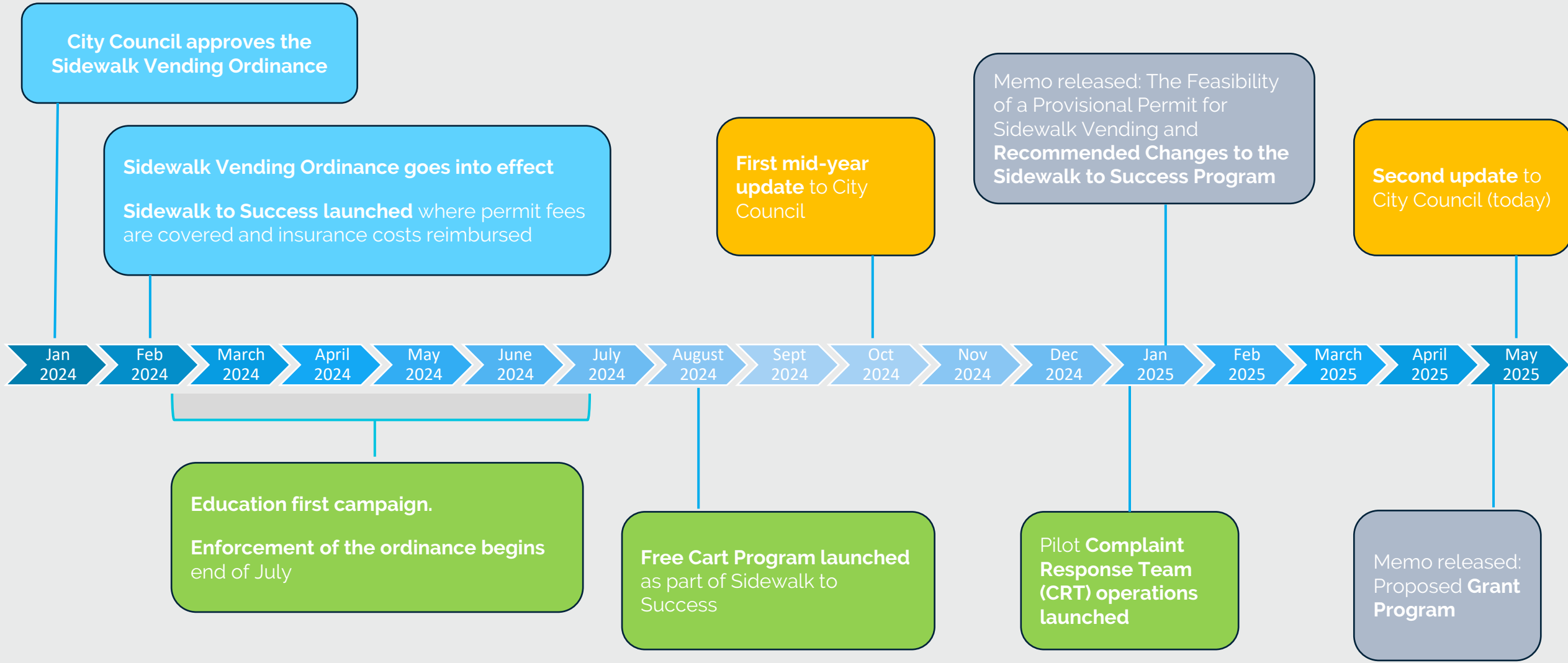


Key Components of the Sidewalk Vending Ordinance

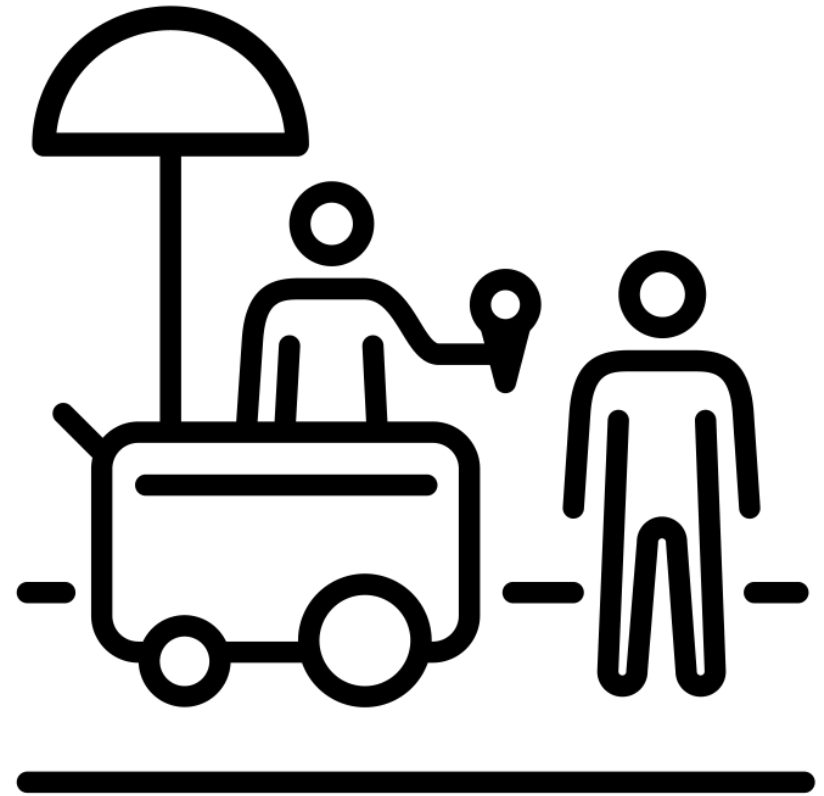
**Long Beach
Municipal Code
Chapter 5.73
and
California Health
and Safety Code**

- **Licensing, Permitting and Fees**
 - Business License and Sidewalk Vending Permit, issued jointly
 - City Health Permit for applicable food vendors
 - Insurance with \$1 million policy limit
- **Placement, Size and Accessibility**
 - Protect the sidewalk right-of-way for pedestrians and ensure ADA accessibility
 - Parameters on locations, set up and equipment, operating distances
- **Food Safety Regulations**
 - Comply with the State Health and Safety Code (latest update through SB 972)
 - Prevent foodborne illnesses and protect the safety of consumers where all sidewalk vendors follow food safety practices.
- **Enforcement**
 - Administrative citations, impound food and equipment if there is a public health risk or safety concern, and potential revocation of permits for permitted vendors

Timeline Since Ordinance Implementation



Education & Communications Update



Early Priority Focus on Education

- The focus during these first several months after the ordinance went into effect has been on **educating vendors and the public** on the updated requirements and operational rules
- **The City launched an educational campaign** several months before enforcement of the ordinance rules began per Council's direction to reduce barriers of entry. This included:
 - **10 in-person City-hosted Townhalls (educational sessions):** every Thursday from April 18 to May 16, 2024, with two sessions each day, and additional trainings; **85** attendees
 - **6 virtual City-hosted Webinars (education sessions):** bi-weekly, starting in March 2024; **100** attendees
 - **Educational workshops with local organizations**, engaged **with over 90 vendors in their field** at their operational sites; and answered hundreds of questions via phone, email, and in person at City Hall and Health



Previous Educational Materials

- Presentations from Town Halls and Webinars available online
longbeach.gov/finance/business-info/business-licenses/sidewalkvending/
- Sidewalk Vending Operations Guide
- Health Requirements materials
- Frequently Asked Questions Documents
- A Compact Mobile Food Vending Informational booklet
- An educational flyer for vendor safety by the Police Department
- Materials and recordings in multiple languages



Continued Education Efforts

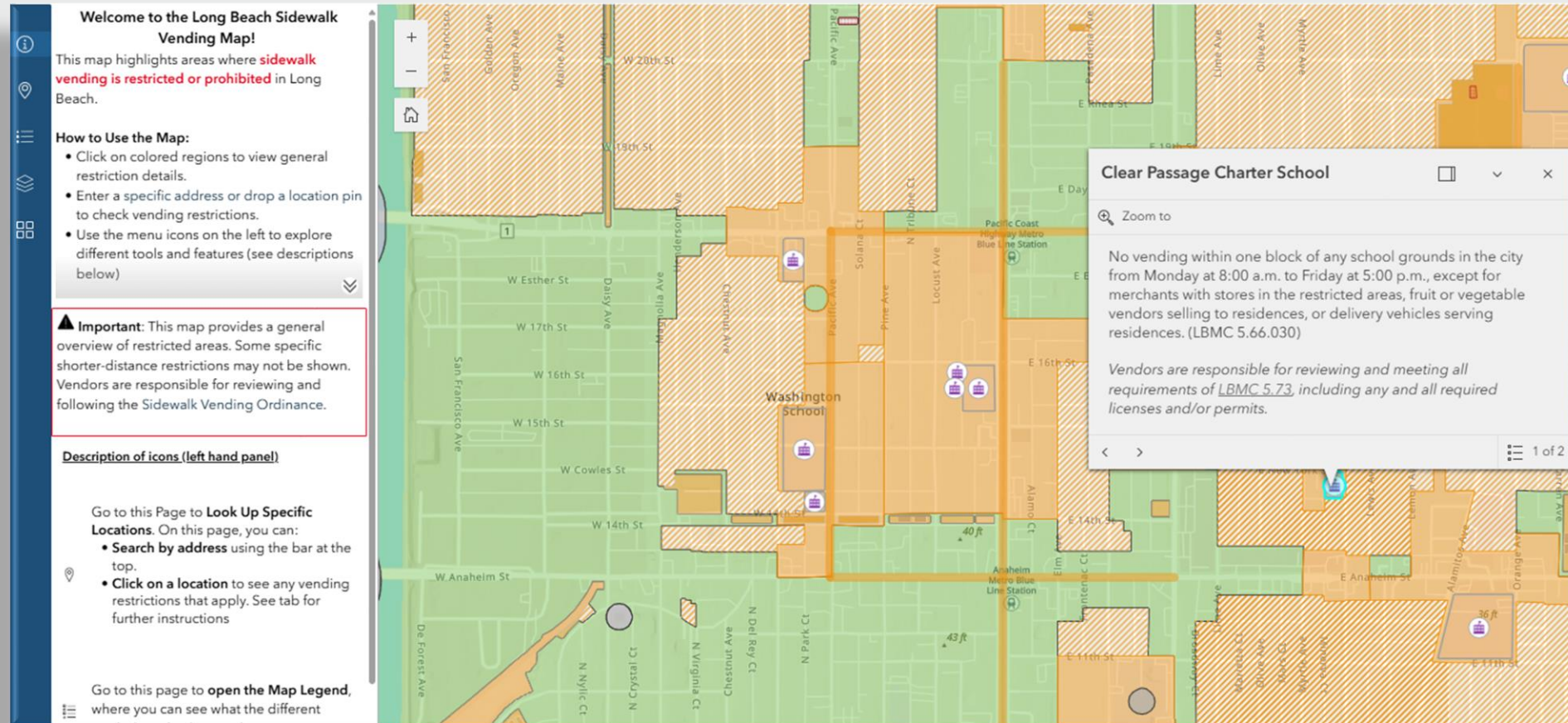
- Health Department has established weekly walk-in **“Office Hours”** to assist vendors with permitting, standard operating procedures, and health requirements; virtual or scheduled appointments are also available as needed
 - 19 applicants have attended so far, of which 4 have received a free City cart
- Business License staff are available **Monday through Friday from 9:00 am – 4:00 pm** for in-person assistance at the public counter, as well as phone support and virtual appointments
- City departments – including Business License, Health, City Manager, Public Works, City Attorney – continue to meet with **stakeholder groups** to provide education and clarifications
- **Business Navigators** have provided 7 educational workshops to 177 total attendees supporting the establishment and licensing of sidewalk vending businesses as well as 290 hours of one-on-one assistance to 190 businesses

Finalized a New Ordinance Informational Booklet

Finalized
new **Sidewalk
Vending Ordinance
Informational
booklet** with visuals to
clearly illustrate
location and distancing
requirements,
supporting better
understanding and
compliance



Launching Soon: Interactive Map of Ordinance Buffer Areas



Launching soon: an **interactive map** to provide a visual representation of the Ordinance –shows what areas of the City have restrictions or limitations based on the Sidewalk Vending Ordinance

Regular Data Updates

Staff have maintained monthly updates posted at longbeach.gov/sidewalkvending providing key data and stats on engagement, permitting, complaints, and enforcement

This easy-to-access data provides transparency in an easy-to-read format while the team works on developing more comprehensive online dashboards

CITY OF LONG BEACH

SIDEWALK VENDING KEY STATS
Data as of March 26, 2025

The City of Long Beach is committed to transparency and information sharing regarding the effects of the Sidewalk Vending Ordinance and subsequent Sidewalk to Success program. The information below tracks key stats from the time the Ordinance went into effect (Feb. 26, 2024), through the date listed at the top of this document. Updated information will be provided monthly. For more information about the sidewalk vending program, please visit longbeach.gov/sidewalkvending.

Reminder: The information below only pertains to sidewalk vendors.

	As of 2/26/25	As of 3/26/25
Outreach and Engagement		
In-person, City-hosted town halls	11	11
Virtual, City-hosted webinars	6	6
Educational workshops in partnership with local organizations	6	8
Roundtable discussions with various stakeholders	10	10
Vendor engagement interactions in the field	92	92
Vendor engagement interactions via phone, email or in person at City facilities	1,121	1,151
Permitting and Sidewalk to Success		
Business license permit applications received		
Approved business license permits	212	230
Health permit applications received (separate from free cart applications)*	28	31
Free Cart Program applications received	9	9
Health permits approved	45	49
Complaints		
Business license complaints (total)	5	6
Health complaints (total)		
Business license – unique locations receiving complaints	456	505
Health complaints – unique locations receiving complaints	447	470
	163	170
	154	163
Enforcement*		
Health – Cease and Desist and Notice of Violations Issued		
Health – Office Hearings held	131	131
Health – Number of times food was discarded	3	3
Health – Number of instances where equipment was impounded	8	8
Business License – Notices of Violations issued	8	8
Business License – Administrative Citations issued	74	80
Complaint Response Team (CRT) Operation Conducted*	27	32
	3	3


* Previous versions had an error in the count that has since been corrected
** A pilot CRT operation was launched in January following a successful meet-and-confer on the proposed standard operating procedures to ensure staff safety. Additional pilot CRT operations will roll out based on staffing capacity and interdepartmental training. CRT operations allow for food disposal and equipment impoundment; however, some locations may not require these actions if unpermitted vendors voluntarily vacate the premises.

Website Enhancements

Updated the longbeach.gov/sidewalkvending website to improve information sharing and organization; designed as a one-stop shop for sidewalk vending resources.

[Home](#) » [Financial Management](#) » [Business Info](#) » [Business Licenses](#) » Sidewalk Vending

Interested in applying for the City's free cart program?
[Apply Today](#)

**SIDEWALK VENDING**
On February 26, 2024 the City's Sidewalk Vending Ordinance becomes effective, creating the Sidewalk Vending Program. All sidewalk vendors in Long Beach are required to obtain a Business License, and if selling food, a Health Permit.

A sidewalk vendor is a person who sells food or merchandise from pushcart, stand, display, pedal-driven cart, wagon, showcase, rack or other nonmotorized conveyance (collectively known as the "set-up") or from one's person upon a public sidewalk or pedestrian path.

CONTACT US

Business Licensing
562-570-7852
PLA-SidewalkVending@longbeach.gov

Health Permits
562-570-4132
HE-SidewalkVending@longbeach.gov

Biz-Care Support for Small Businesses
LongBeach.gov/Bizcare
562-570-4249
4Biz@longbeach.gov

Media Inquiries
Jennifer Rice Epstein
562-441-3990
Jennifer.RiceEpstein@longbeach.gov
Public Affairs Officer
Department of Health and Human Services

Additional Resources

- [Restroom Agreement](#)
- [Accredited California Food Handler Certificate Programs](#)
- [Commissary Form](#)
- [List of Mobile Food Vendors](#)
- [Report a Sidewalk Vending Concern](#)
- [Report a Foodborne Illness](#)
- [Enforcement FAQs](#)
- [Translated FAQs are available: Spanish | Khmer | Tagalog](#)
- [General FAQs](#)
- [Learn More About Carts - CMFO](#)
- [What Compact Mobile Food Vendors Should Know](#)

5 STEPS TO SUCCESSFULLY START & OPERATE YOUR SIDEWALK VENDING BUSINESS

- FIND OUT WHAT KIND OF LICENSES AND PERMITS YOU NEED.**
Every business in the city requires a business license, and if serving food, a health permit. To help offset costs for sidewalk vendors, we have identified resources to reduce costs during your first year.
[Learn more about licenses, permits and financial assistance](#)
- PLAN WHERE AND WHEN YOU WILL OPERATE YOUR BUSINESS.**
It's important to keep pedestrians safe, ensure ADA accessibility and protect the landscape. We've created a guide to help you understand where, when and how you can set up or operate your sidewalk vending business.
[Get placement details](#)
- MAKE SURE THAT FOOD PREPARED AND SOLD IS SAFE.**
Selling food? There are different rules depending on the kind of food you are selling. This helps keep diners safe and keeps you in compliance with California state law.
[Food Safety Regulations](#)
- DAILY PRACTICES: WHAT YOU NEED TO KNOW.**
Once you have the licenses, permits, and equipment you need, it's time to open for business! Set yourself up for success by learning the rules for traveling to your location, setting up, safely preparing and handling food, and shutting down your business operation for the day.
[Get information about daily practices](#)
- INSPECTION AND ENFORCEMENT**
To protect everyone's health and safety, we will conduct routine inspections and will follow up on complaints with an emphasis on education wherever possible.
[Read Enforcement FAQs](#)

SIDEWALK VENDING OPERATIONS

Whether you're just starting out or are a seasoned vendor, it's important to understand the rules designed to keep everyone—vendors, customers and the community—safe and thriving. Below you'll find key resources that outline the requirements for operating your business legally. Click through to learn about operating conditions, spacing requirements, safety tips and more.

Sidewalk Vending Locations Infographic



Sidewalk Vending Rules and Regulations
Sidewalk vendors must maintain the following minimum distances while operating. For a complete list of distance requirements, please refer to Long Beach Municipal Code (LBMC) Chapter 5.73.120.

- Operating Footprint | 100 sq ft**
All sidewalk vendors must operate in a space no larger than one hundred (100) square feet.
- Distance from other vendors | 20 ft**
Stationary sidewalk vendors must not vend within twenty (20) feet of another stationary sidewalk vendor.
- ADA Curb or Access Ramp | 15 ft**
Sidewalk vendors must not vend within 15 feet of an ADA curb cut, access ramp, or parking spot or corner designed for individuals with disabilities.
- Marked Crosswalk | 10 ft**
Within 10 feet of a driveway, alley entrance, marked crosswalk, or designated e-scooter and bike parking.
- Bus Stop Marquee | 4.5 ft**
Sidewalk vendors shall not vend within five (5) feet of a bus stop or Marquee stop.
- Sidewalk Clear Path of Travel | 4.5 ft**
Within a required four (4) foot of clearance of the sidewalk, or five (5) feet at high volume pedestrian areas.
- Fire Hydrant | 15 ft**
Sidewalk vendors shall not vend within 15 feet of a fire hydrant. Fire Department Connection fire hose, or any fire hose pendant.
- ATM, shared e-scooter or bike parking | 10 ft**
Sidewalk vendors are not permitted to operate within ten (10) feet of an ATM or e-scooter shared e-scooter or bike parking.
- City Monument/Statue/Landmark | 15 ft**
Sidewalk vendors are not permitted to operate within fifteen (15) feet of any city monument, statue, memorial or art installation.

longbeach.gov/sidewalkvending

Sidewalk Vending Operations Guide

See below for a Sidewalk Vending Operations Guide that provides an overview of the operating conditions,

[Home](#) » [Financial Management](#) » [Business License](#) » Sidewalk Vending Enforcement

SIDEWALK VENDING ENFORCEMENT

ENFORCEMENT LEADS

Two departments handle enforcement for sidewalk vending:

- The Business Services Bureau (Financial Management Department) enforces the Sidewalk Vending Ordinance (LBMC Section 5.73).
- The Health Department enforces the California State Health and Safety Code related to food safety.

For more complex enforcement situations—such as food or equipment disposal—a Complaint Response Team is initiated, collaborating across multiple departments, including the Safety Office, Police Department, and Public Works alongside Financial Management and Health.

ENFORCEMENT FRAMEWORK:

- The current framework follows an escalating process—starting with education, then issuing notices of violation, followed by administrative citations, and, in some cases, impounding equipment and discarding food when there are significant compliance issues.
- Complaint-Based Model: Due to limited staff and based on current resources available, a complaint-based model is utilized. Enforcement prioritizes areas with the highest complaint volumes.

For more information, check out the [Enforcement FAQs](#).

HOW TO REPORT VIOLATIONS

To report sidewalk vending violations or food safety concerns:


- Preferred Method: Submit complaints via the [Go Long Beach App](#).
- Alternative Options:

Communications – Social Media



 51+ published posts

 86,673+ impressions


 1,539 engagements

 **longbeachcity**
Wed 8/28/2024 9:45 am...


Hey Long Beach! We have launched the next phase of our #SidewalktoSuccess program..




Total Engagements	311
Likes	243
Comments	38
Shares	17
Saves	13

 **Long Beach City**
Mon 1/27/2025 12:53 p...



We recently celebrated the first businesses to receive a free cart as part of the...



Total Engagements	134
Reactions	12
Comments	4
Shares	1
Post Link Clicks	19
Other Post Clicks	98

 **longbeachcity**
Tue 5/7/2024 12:44 pm ...

Attend one of our upcoming Town Hall meetings this week to learn more about our new...



Total Engagements	84
Likes	78
Comments	0
Shares	4
Saves	2

Communications – Media Engagement



**6 official
press
notifications
issued**



**Over
80 media
mentions in
newsprint
and digital
media**



**Over 110
broadcast
news
segments
reaching
2 to 136
million
viewers**



**Over
30 organic
media
inquiries
received via
email and
phone**

Communications – Positive Success Stories in the Media



"The City, the staff, they were communicating with me. They were very diligent with talking working with us... this program is awesome."

- Anita McCoy, Lucky Bees owner and cart recipient

Communications – Positive Success Stories in the Media



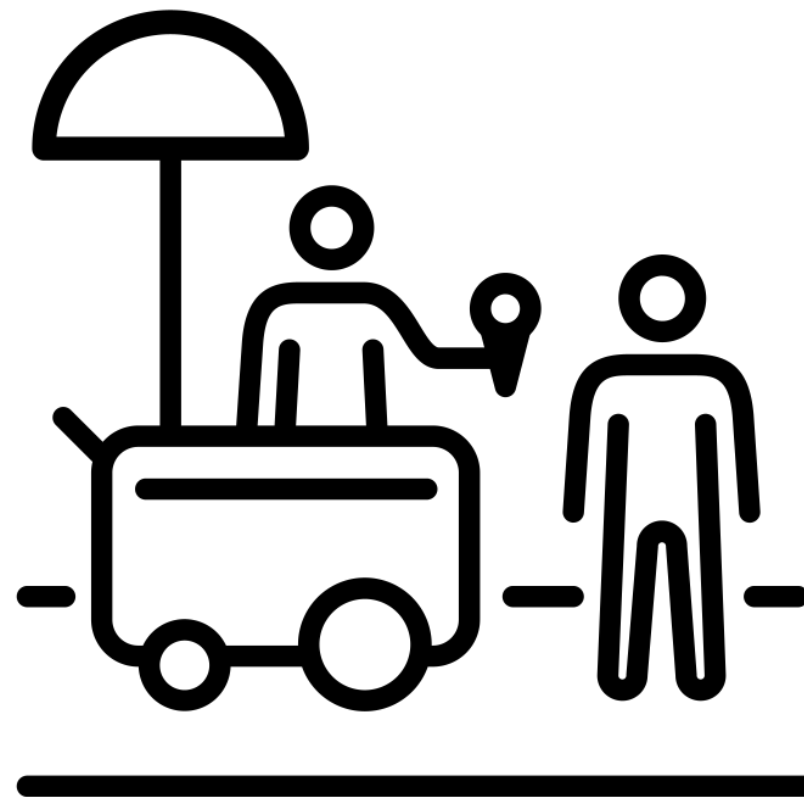
Sidewalk to Success Featured on Good Day LA

Communications – Positive Success Stories in the Media



Video Clip: Sidewalk to Success Featured on Good Day LA

Sidewalk to Success Update



Sidewalk to Success Program

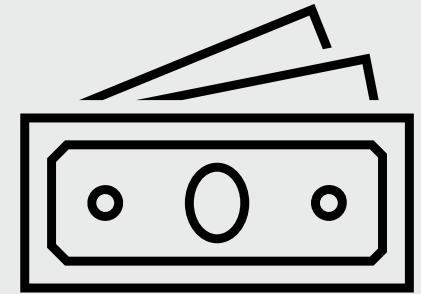
Per City Council's direction, the City also launched its "**Sidewalk to Success**" Program to help ease the financial burden for small businesses in the 1st year of the Sidewalk Vending Ordinance

- **The first phase:** Covers the cost of the required business license and health permit fees and provides reimbursements for insurance costs in the first year – *launched Feb 26, 2024; extended for 2nd year through Feb 26, 2026*
- **The second phase:** Provides select free food vending carts to eligible participants. The actual type and number of carts distributed will depend on demand, program participation, and funding – *launched August 22*
- **The third phase:** Proposed grant program as an addendum to the existing free cart program and vendors pursuing a CMFO health permit to overcome financial hurdles and successfully complete the permitting process – *pending*



Proposed Grant Program

- **Grant Amount:**
 - Up to \$3,000 for vendors who are close to qualifying for a free cart through the City's program
 - Up to \$8,000 for vendors who are purchasing their own cart and are close to qualifying for a CMFO Health Permit
- **Applicant Eligibility Criteria:** similar to free cart program
- **Eligible Expenses – Grant funds may be used for the following:**
 - Purchase of a food cart (if not receiving a free cart through the City)
 - Equipment such as trailers for transporting carts
 - Cart modifications (e.g., repairs, part replacements)
 - Design services for custom or modified carts
 - Commissary kitchen costs, specifically deposits or up to three months of fees



Sidewalk to Success Status

Data between 2/26/24 – 5/2/25

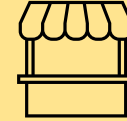


33 business license applications approved

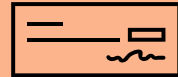
- 25 merchandise
- 8 food vendors (2 of which were exempt from Health Permit)



8 health permits approved



5 free carts distributed



All fees and insurance costs covered



Supported 190 businesses with **one-on-one coaching through Inclusive Business Navigators**. 7 workshops held with 177 total attendees



Received 93 calls and emails to **BizCare** concerning: License requirements and process, Sidewalk to Success Programs; Inclusive Business Navigators support

Vendors Behind the Numbers



Whale Face Musubi

Offering "inauthentic island food"



Paletas Murillo

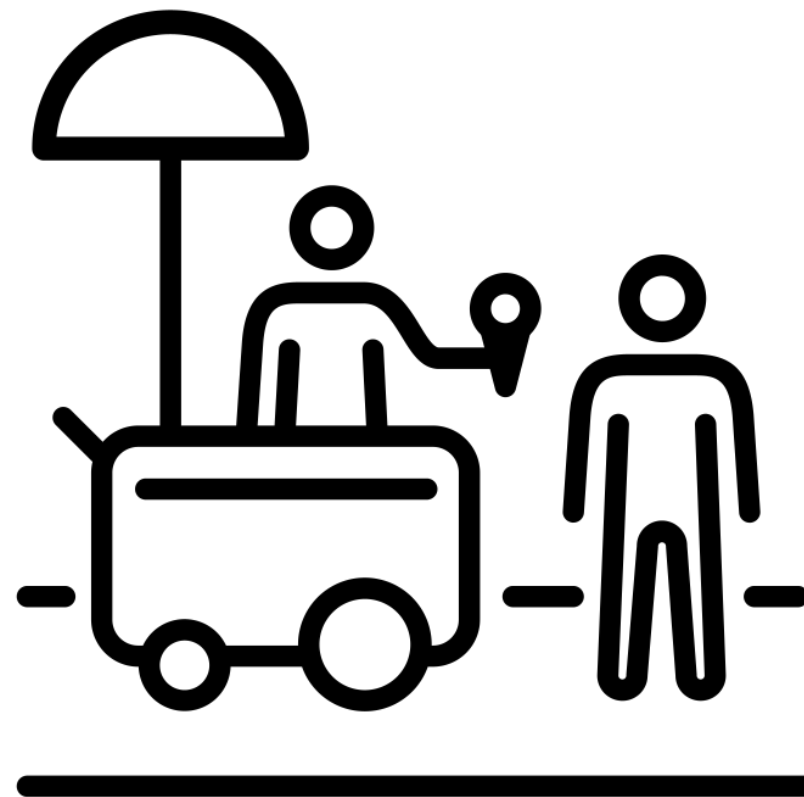
A new cart to refresh a thriving paletas business



Aguas Frescas La Cascada

A nurse turns her love of healthy food into a new career

Enforcement Update



Enforcement Tools Are Regulated by SB 946

- A Sidewalk Vendor by State law is defined as: A person who sells food or merchandise from a pushcart, stand, display, pedal-driven cart, wagon, showcase, rack, or other nonmotorized conveyance, or from one's person, upon a public sidewalk or other pedestrian path
- Enforcement of the ordinance and Health Safety Code is limited to administrative remedies for those who meet **the definition of a Sidewalk Vendor**. This means **no criminal enforcement** is allowable under SB 946, which has decriminalized sidewalk vending
- Criminal citations cannot be issued by the Police (unless there is criminal activity) and Business License cannot issue misdemeanor citations for sidewalk vending

Who Leads Enforcement?

Who?

Business License Division (Financial Management Department)

Leads enforcement of the Sidewalk Vending Ordinance, Section 5.73 of the Long Beach Municipal Code

Environmental Health Bureau (Health Department)

Leads enforcement of the California State Health and Safety Code

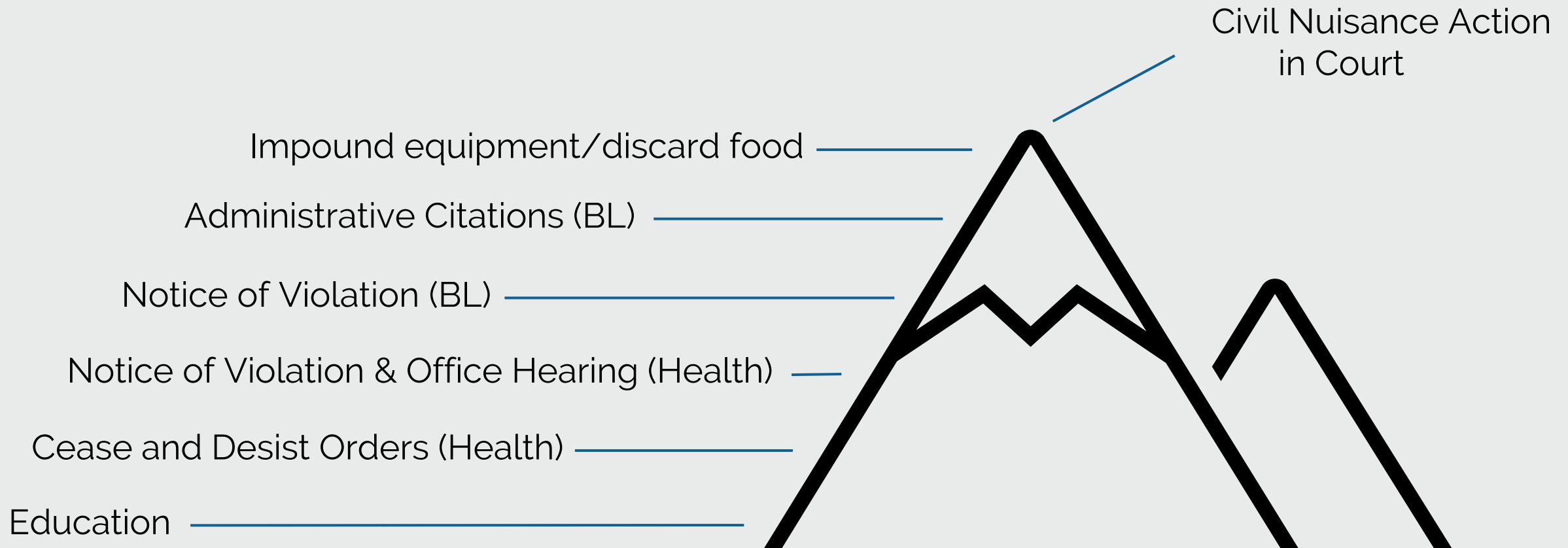
Other Departments

- **City Attorney's Office** – guidance on legislation; civil nuisance claims
- **City Manager's Office** – interdepartmental coordination and oversight
- **City Prosecutor's Office** – guidance on misdemeanor enforcement options
- **Disaster Preparedness and Emergency Communications (Dispatch)** support/education when calls come through 911
- **Economic Development** – liaison with the business community; partnerships
- **Human Resources** – City's Safety Office – guidance on staff safety
- **Police** – focuses on supporting staff safety; provides education to vendors
- **Public Works** – provides support for CRT, grease spill cleanups

When?

- Enforcement of the new sidewalk vending ordinance began on July 24, 2024
- **Previously existing State Health and Safety Codes** have continued to be enforced to protect health of community.

Escalating Enforcement Approach

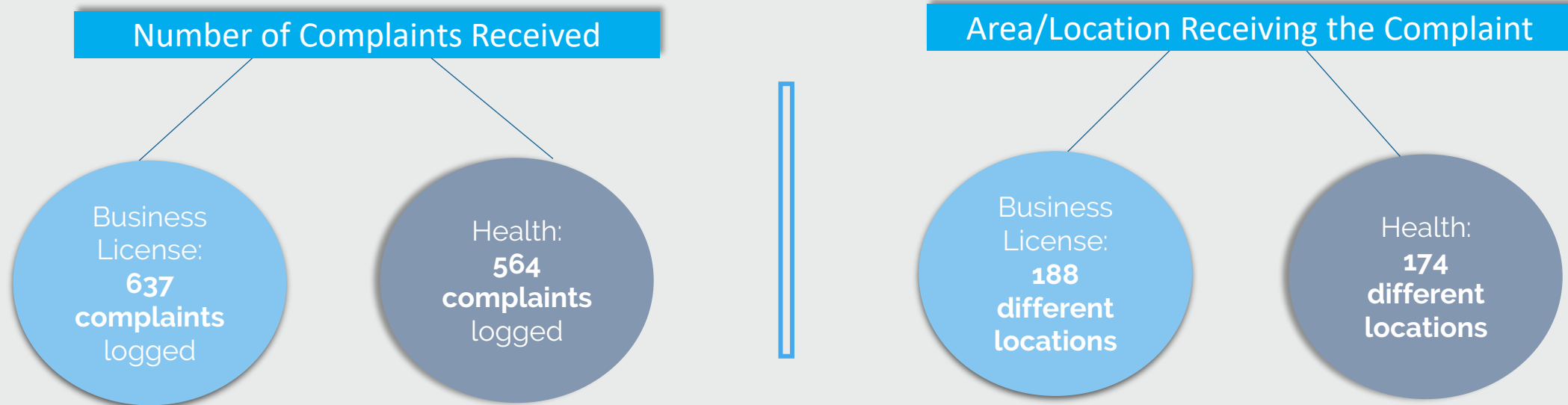


Complaint-Based Model

Data between 2/26/24 – 5/2/25

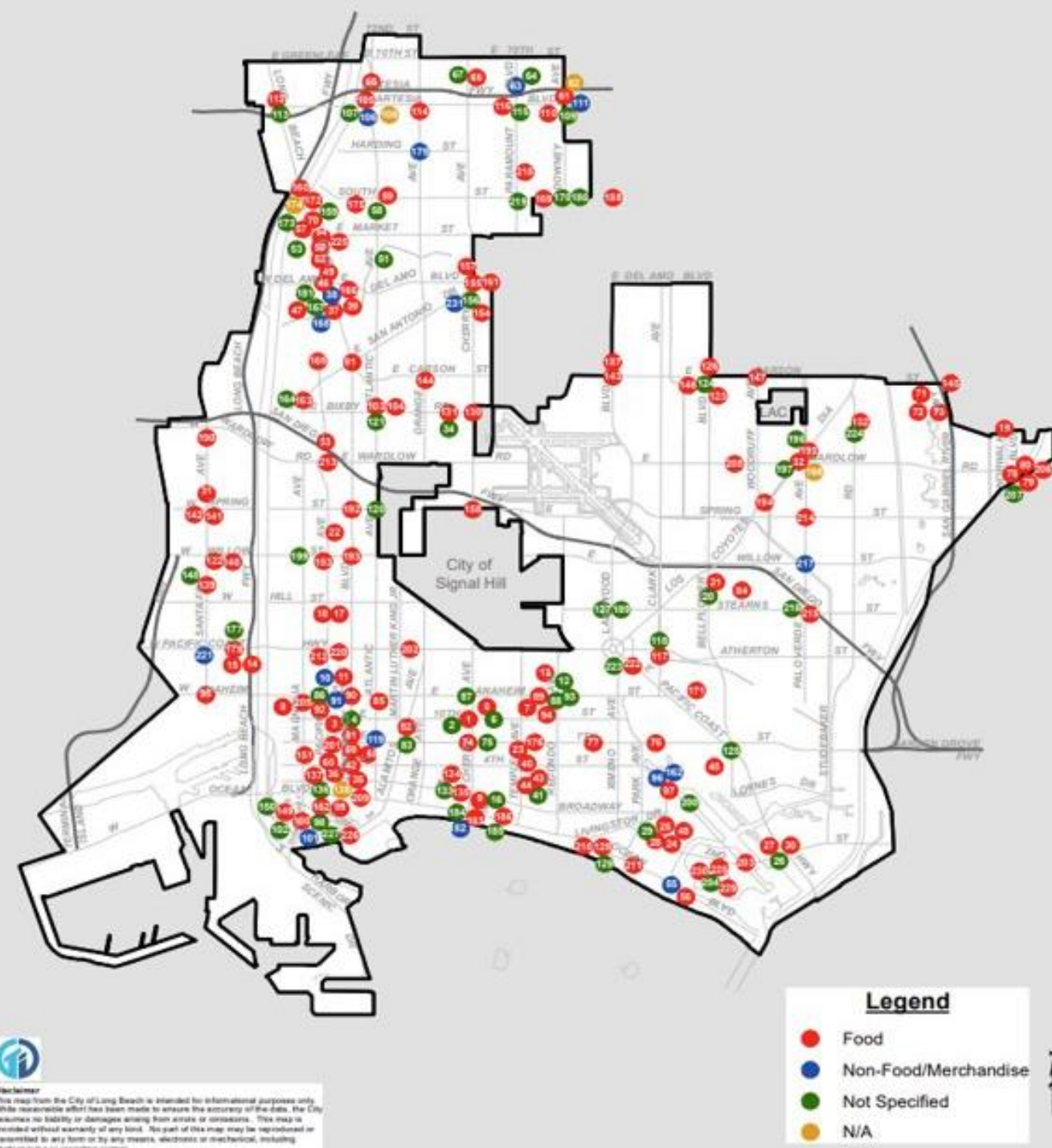
- Based on current resources available, a complaint-based model is utilized. Enforcement prioritizes areas with the highest complaint volumes
- Complaints since February 26 (when the Ordinance went into effect)

Complaints can be made by emailing/calling Business License (562-570-6211, FM-SidewalkVending@longbeach.gov), Health (562-570-4132, HE-Sidewalkvending@longbeach.gov) or through **the Go Long Beach app (preferred)**



These figures reflect complaints tracked separately by both Business License and Health, likely including duplicates, and cannot be combined. Staff is working with TI to develop a tracking mechanism to resolve this issue moving forward. Anticipated to launch in June 2025.

Map of Locations That Have Received Business License Complaints



Enforcement actions since February 26, 2023

Health

- 137 Cease and Desist
- 3 Notices of Violations issued and Office Hearings held

Health is currently evaluating the strategic value and impact of issuing NOVs with the required office hearings

Enforcement actions since July 24, 2024 (when enforcement of the ordinance began)

Business License

- 91 Notices of Violations issued
- 51 administrative citations issued

Issuing administrative citations for sidewalk vendors was a new operation within Business License and began in November 2024 after operational procedures were finalized

Complaint Response Team

- A Complaint Response Team (CRT) is an **interdepartmental team to coordinate enforcement actions such as discarding food and impounding equipment** in situations that may pose safety concerns. The team includes the Police, Public Works, Health, Financial Management and PIO
- CRTs are needed because some situations tend to be larger food and merchandise operations, with large equipment, extensive menu/merchandise, and large crowd/gathering, which can pose **safety hazards during enforcement activities** for both the public and City employees
- In April of 2024, IAM requested meet and confer for CRT operations



Complaint Response Team - continued

- January 2025, staff launched pilot CRT operations after developing **standard operating procedures** and trainings to better equip staff
- Since then, **7 CRT operations conducted**. Many lessons learned and documented to improve protocols, safety, and effectiveness
- Challenges include:
 - Non-supportive public sentiments and pushback
 - Active questions from bystanders during CRT
 - Returning vendors even after equipment/food embargoed
 - Operational logistics (i.e., method of storing and discarding food and equipment)
 - Interdepartmental scheduling/coordination
 - Weather, traffic conditions



Complaint Response Team - continued

Notice to STOP Operation

You DO NOT HAVE a valid health permit or business license to operate in the City of Long Beach.

This action is in response to multiple complaints and/or numerous educational visits regarding your sidewalk vending operations. The City has the authority to **discard your food and/or merchandise and impound your equipment.**

A Long Beach Business License and a Health Permit are required in compliance with the California Health and Safety Code and the Long Beach Municipal Code.



STOP ALL FOOD OPERATIONS IMMEDIATELY

Sidewalk Vendors Are Required To Have

- ✓ City of Long Beach Business License/Sidewalk Vendor Permit
- ✓ Liability Insurance
- ✓ City of Long Beach Health Permit

Impounded Equipment Will Be Returned

- Make an appointment: Call (562) 570-4132
- Provide valid government-issued ID
- Pick up equipment within 30 days
- Pay impound fee

For Questions or More Information

- Phone: (562) 570-4132
- Email: HE-Sidewalkvending@longbeach.gov
- Website: www.longbeach.gov/sidewalkvending

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Sidewalk Vending in Long Beach

Reference Number:
Date:

Complaint Address:

On this date, food deemed unfit for consumption was impounded and destroyed. Impounded equipment may be reclaimed within 30 days of this notice by appointment, with valid ID and proof of payment of current impound fee. Unclaimed equipment will be disposed of after 30 days. (California Health and Safety Code 114380 and 114393). The City of Long Beach is not liable for loss of equipment impounded during this investigation.

En esta fecha, los alimentos considerados no aptos para el consumo fueron confiscados y destruidos. El equipo confiscado puede ser reclamado dentro de los 30 días de esta notificación, con identificación válida y comprobante de pago de la tarifa de impound. El equipo no reclamado será desechado después de 30 días. (Código de Salud y Seguridad de California 114380 y 114393). La Ciudad de Long Beach no se hace responsable por la pérdida de equipo confiscado durante esta investigación.

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NOTICE TO STOP OPERATION

Food Safety Awareness

Purchasing from an unpermitted food vendor can be unsafe!

Protect yourself and your family from foodborne illness by being cautious when buying food and beverages from vendors without proper permits.

Permitted food facilities receive routine food safety inspections annually to lower the risk of foodborne illness.

The Centers for Disease Control estimates that 3,000 people die from foodborne illnesses each year. This is out of an estimated 48 million people who get sick from foodborne illnesses each year.

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IF YOU EXPERIENCE ANY FOODBORNE ILLNESS SYMPTOMS:

- Call the Long Beach Health Department (562) 570 - 4132
- Submit a report at www.longbeach.gov/foodborneillness
- Scan QR code to download the GO Long Beach app and file a complaint



WARNING: Unpermitted Food Vendors

Permitted food vendors are required to have a business license and health permit decal visibly posted for your safety.



Foodborne illness symptoms include:

- Nausea
- Vomiting
- Diarrhea
- Abdominal Cramps
- Fever
- Headache



Complaint Response Team - continued

- A larger group training held on May 15, 2025 – more staff trained to be available to participate in CRTs and to round out the trainings discussed through meet and confer
- CRT efforts are currently unbudgeted and will be discussed as part of the FY 26 Budget development process

05.15.25 CRT TRAINING AGENDA

- 8:00 - Check In and Review of SOP (on your own)
- 8:30 - Welcome and Introductions
- 9:15 - Training Objectives and SOP Overview
- 10:00 - Roles and Responsibilities
- 12:00 - Lunch
- 1:00 - Review of Safety Guidelines
- 2:00 - Safety Tips for Field Work and Role of VICE on Enforcement Visits
- 3:00 - Role Play
- 4:00 - Q and A
- 4:30 - Next Steps



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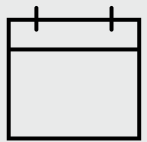




2 Pilot Trainings Conducted



1 Large Group Training Conducted



10 CRT Operations Scheduled
3 Operations Cancelled due to weather

7 Operations Conducted



21 Times Food Discarded



21 Times Equipment Impounded



24 Vendors Engaged
11 Vendors Not Present

Enforcement Observations, Challenges, & Complexities

Enforcement Limitations

- **City is actively enforcing but tools are restricted by State law that decriminalized vending**
- **Previous Health and Business License enforcement tools are not available**
 - Health Department can no longer refer cases to the City Prosecutor as was done previously
 - Business License can no longer issue misdemeanor citations or compel disclosure of identification
- **Some vendors are able to restock and return** even after multiple CRT actions on them
- **Complaint-based approach:** Current resources allow for targeted enforcement based on complaint data. However, staff capacity and scheduling constraints limit enforcement frequency, meaning some areas may not receive timely attention—even when complaints have been submitted and staff enforcement efforts are ongoing

Enforcement Observations, Challenges, & Complexities, cont.

Community Perceptions and Experience

- **Enforcement actions are often misunderstood by various stakeholders**, leading to perceptions that the City is either doing too much or not enough
- **Limited enforcement tools and capacity can create the impression that no action is being taken**, even when staff are actively responding to complaints
- **The combination of the escalating enforcement framework and a complaint-based process can be frustrating to businesses and community members**, who often expect more immediate responses after submitting complaints
- **Police citations** for offenses unrelated to the act of sidewalk vending, **can trigger public backlash**, as they are often perceived to conflict with the intent of SB 946
- **CRT operations can provoke public tension**, with bystanders or customers accusing the City of targeting specific populations or prioritizing the wrong issues

Enforcement Observations, Challenges, & Complexities, cont.

Broader Context and Infrastructure Challenges

- Unpermitted vendors get **support from legitimate social media outlets** (i.e., Top 101 Taco Stand in LA)
- Some workers are not the business owners and **may be victims of labor trafficking or wage theft**
- **General challenges with identifying vendors** complicate enforcement efforts
- **Grease spills and other infrastructure damages are difficult to address until vendors comply with enforcement actions**
 - Complaints on spills (not impacting storm drains) will be evaluated and coordinated through the interdepartmental team on a case-by-case basis
 - Currently researching and evaluating options and costs of sidewalk stain removal
 - No existing budgeted funding for grease spills and stains
 - Evaluating the ability and feasibility of charging fines for cost of spills and stains clean up
- **Other agencies** are also facing similar enforcement challenges

Staffing Capacity

- There is no dedicated team that focuses solely on sidewalk vending; staff supporting enforcement also manage other responsibilities
- Staffing capacity is impacted by vacancies, competing responsibilities, scheduling challenges, and staff safety concerns.

○ Business License



5 Budgeted License Inspectors with a Supervisor plus one administrative support position (+1 added in FY 25)
3 vacancies nearly filled! Waiting for candidates to complete onboarding process; then 1-year training commences before full impact/support can be materialized

- Responsible for Sidewalk Vending Enforcement Operations, plus other enforcement operations, including complaints of illegal business activity, delinquent business license tax collection, and special event and entertainment permit code compliance
- Conduct enforcement activities with support from the Long Beach Police Department to ensure staff safety

○ Health



11 budgeted District Health Inspectors (+2 added in FY 25)
4 vacancies nearly filled! – waiting for candidates to complete onboarding process; then will require time for trainings for required exam and certification

- Responsible for more than 2,600 food facility inspections **plus** foodborne illness/outbreak and complaint investigations, health sanitation visits, unpermitted food complaints, and special event inspections.

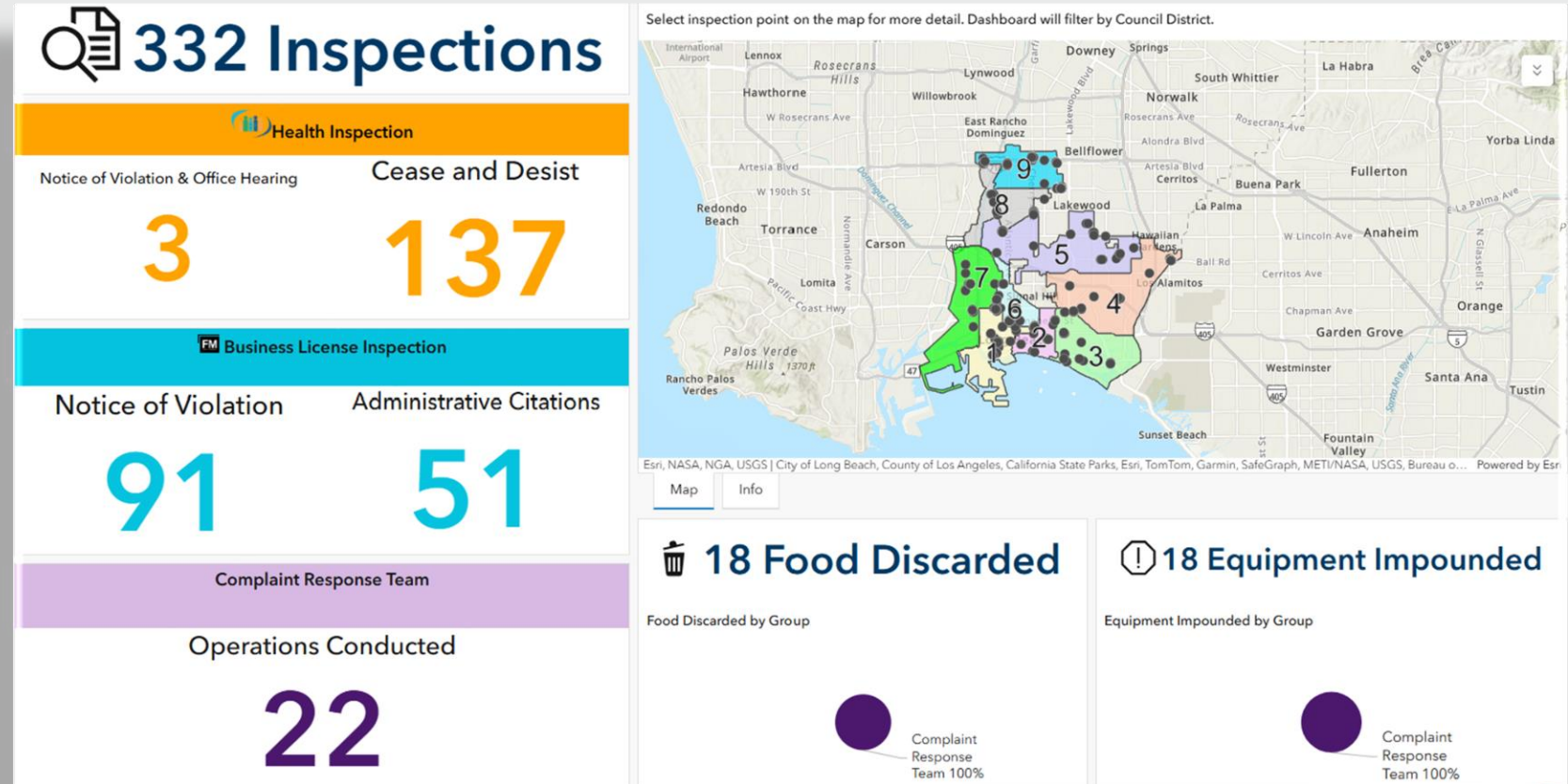
- Partner with Police on overtime basis

Refine Enforcement Approach

- **Continue escalating enforcement framework but streamline and shorten steps needed before CRT**
 - Continue providing education and issuing Health cease and desist orders and Business License NOV before initiating CRT
 - Refer vendors to CRT after just one inspection visit from each Health and Business License
 - Deprioritize Health NOVs and Office Hearings as enforcement tool for unpermitted sidewalk food vendors as these are no longer effective or prosecutable under current State law.
- **Civil Nuisance Claims –**
 - Experimental
 - Selecting cases that are strongly supported with data as a recurrent problem to the general public despite City engagement and enforcement
 - Can utilize all the data collected by team as part of the escalating enforcement framework

Launching Soon: Enforcement Actions Public Dashboard

- Developed a new data collection methodology that accommodates for the interdepartmental work and increasing data inquiries
- Launching soon:** Dashboard on enforcement actions stats and map



Launching Soon: Complaints Map through Go Long Beach

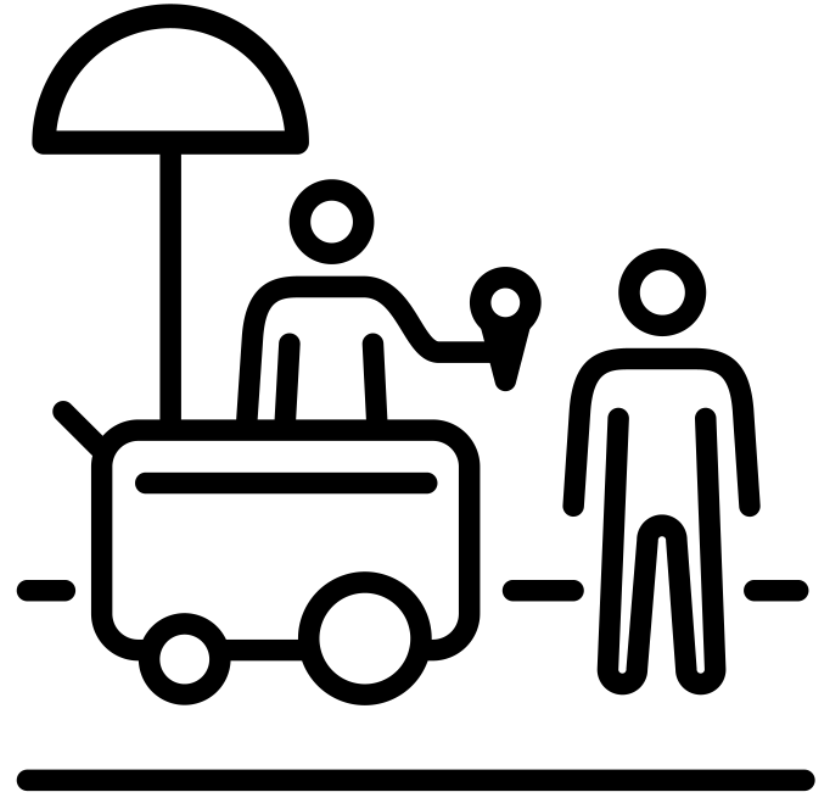
- Revising the Go Long Beach app and internal tracking processes
- New system will enable citywide complaint tracking—current system does not account for duplicates across departments
- Once launched, an interactive map will be linked to the sidewalk vending website, showing complaint locations
- *Note:* A “closed” status in Go Long Beach means the complaint has been received and entered into the City’s prioritization system for enforcement—not that it’s resolved

Select Go Long Beach Request Type

Please select the appropriate request type for the issue that you would like to report.

Animal Care Services	▼
Graffiti	▼
Park & Public Property Maintenance	▼
Illegal Fireworks	▼
Streets, Sidewalks & Lights	▼
Trash, Debris & Dumped Items	▼
Trees, Vegetation & Irrigation	▼
Report Sidewalk Vending Concerns	▲
Report Sidewalk Vending Concerns Report unpermitted and unlicensed sidewalk vendors and issues such as food poisoning, food storage, ADA, location, or the sale of illicit goods.	
Other	▼

Next Steps



Continue Education and Promoting Compliance

- **Continue to provide vendor engagement**, education, and resource distribution
- Continue to **promote the free cart** give-away program
- Implement and launch the **grant program addendum**
- Continue with enforcement activities that **lead with education and connection**



Continue Data Transparency



Launch the “Where can you vend” Sidewalk Operations Map



Launch the Enforcement Actions and Map/Dashboard



Implement an updated processes for collecting complaints cross-departmentally through the Go Long Beach App and post link to map of complaints

Explore Business Partnerships and Other Opportunities

- Exploring partnerships with restaurants to **expand the availability of commissaries** in Long Beach
- **MEHKO feasibility study** and outcome could expand opportunities for small businesses, including sidewalk vendors
 - AB 626 amended California Health and Safety Code to include Microenterprise Home Kitchen Operation (MEHKO), a food facility operated by a resident in their private home, within the definition of a food facility.
 - Health Department will be returning to City Council in June with feasibility study



Explore Additional Enforcement Tools and Options

- Continue implementing escalating enforcement, but **simplify steps** leading to CRT
- Monitor outcome of **nuisance claim** in civil court
- **Research and explore** additional enforcement options and methodology
- **Explore wage theft collaborations** with the City Prosecutor's Office
- **Engage neighboring jurisdictions** to identify shared solutions
- Provide **Human Trafficking awareness** and response training



Interdepartmental Group Teamwork and Impact

- Interdepartmental sidewalk vending team (with enforcement and data sub-teams) will continue to meet and coordinate
- Ongoing learning, feedback gathering, and adaptation as more data and insights emerge
- While challenges remain, making strides in the right direction — steadily progressing, understanding impact, and refining approach



HEALTH & HUMAN SERVICES



FINANCIAL MANAGEMENT



CITY MANAGER



PUBLIC WORKS



POLICE DEPARTMENT



CITY ATTORNEY



HUMAN RESOURCES



DISASTER PREPAREDNESS &
EMERGENCY COMMUNICATIONS



ECONOMIC DEVELOPMENT

Long Beach City Prosecutor



Thank you!

Grace H. Yoon, Deputy City Manager

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