

May 20, 2025

Honorable Mayor and City Council
City of Long Beach
California

RECOMMENDATION:

Recommendation to receive and file a presentation from the City Manager, Financial Management, and the Health and Human Services Departments providing a second update on the implementation of the City's Sidewalk Vending Ordinance. (Citywide)

DISCUSSION

On January 23, 2024, the City Council approved a new [sidewalk vending ordinance](#), which went into effect on February 26, 2024. Developed through extensive research and community engagement, the ordinance aims to support entrepreneurial and small business opportunities in Long Beach while safeguarding public health, safety, and accessibility. It is aligned with the California Safe Sidewalk Vending Act (SB 946), which decriminalized sidewalk vending and established a regulatory framework for cities.

In accordance with City Council direction, staff provided a first implementation update on [October 15, 2024](#). That presentation included an overview of the public education campaign designed to inform vendors of the new regulations, as well as an update on the Sidewalk to Success program, which offers financial support during the ordinance's first year by covering business license and health permit fees, insurance, and providing food vending carts to eligible vendors. The update also included a summary of the enforcement framework being developed and shared preliminary insights that informed plans for improving implementation moving forward.

At that time, the City Council requested a follow-up update approximately six months later. This second update will highlight continued efforts to provide resources and education to vendors and the public, progress on permitting, developments in enforcement, and ongoing efforts to streamline processes, enhance transparency, and maximize impact.

This matter was reviewed by Deputy City Attorney Atoy H. Wilson on May 5, 2025, and by Budget Development Officer Jennifer Rodriguez on May 2, 2025.

TIMING CONSIDERATIONS

City Council action is requested on May 20, 2025, to respond to City Council's request for an update in a timely manner.

Honorable Mayor and City Council
May 20, 2025
Page 2

FISCAL IMPACT

There is no fiscal or local job impact associated with this recommendation. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Thomas B. Modica
City Manager



Kevin Riper
Financial Management



Alison King
Health and Human Services