



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 24, 2026

City Council
Civic Center Plaza
411 W Ocean Blvd
Long Beach, CA 90802

RE: Proposed Mobile Food Facilities Ordinance – Agenda Item #26

Dear Honorable Mayor and Members of City Council,

On behalf of the Downtown Long Beach Alliance's (DTLB Alliance) Board of Directors, we are writing to encourage the declaration of ordinance and adoption of resolution regulating Mobile Food Facilities (MFF), also known as food trucks. We believe these long-awaited guidelines are necessary to manage and grow a successful and sustainable mobile food vendor economy around the City of Long Beach.

The DTLB Alliance is a non-profit organization that represents more than 1,400 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community, we want to express the urgency to regulate MFFs and urge City Council to review these proposed regulations carefully as we believe efforts to manage the influx of unlicensed and unpermitted food trucks in some of our high traffic areas will aid in the recovery of our DTLB brick and mortar businesses, while providing clear pathways for our local food-based entrepreneurs.

It is important to the DTLB Alliance to foster a welcoming community, enabling small businesses to thrive within our major corridors, however, since the decriminalization of sidewalk vending with the adoption of SB972 in 2018, Downtown Long Beach has witnessed a plethora of unverifiable mobile food vendors such as sidewalk vending and food trucks in our popular tourist destinations such as the Pike Outlets, Shoreline Village, and within the Pine & Promenade corridors behaving in unfavorable ways that are both a danger to public health and safety, as well as disruptive to the operations of existing small businesses in these areas. Additional concerns around the loss of City revenue from blocked parking spaces, negative environmental impact from poor cleanliness practices, as well as combative non-compliant food truck operators has created an urgency in policy and enforcement of MFFs.

We would like to highlight our appreciation for a few specific elements of the proposal. We believe that the limitations on parking stalls and the allowances for designated MFF areas, such as those in parks and at Shoreline Aquatic Park, are a positive step toward creating a more organized and equitable environment. These regulations provide clarity for MFF operators while protecting the resources and accessibility of our public spaces. We do have concerns regarding recent updates to the proposed ordinance allowing MFFs to serve into adjacent parking stalls under the expectation that payment for both spaces is made. With minimal parking enforcement, as well as limited MFF enforcement, we worry this allowance will prolong the existing issues with non-payment for parking and abuse of parking time restrictions.

We also support the designation of specific areas for special events and activations, which will help ensure our community can continue to host vibrant gatherings without disrupting daily business operations. We appreciate the intention of activating Lincoln Park from Ocean Blvd and believe it will assist with driving positive foot traffic into the area.



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While we are encouraged by the proposed regulations, we believe a more robust action plan for enforcement is critical for their success. The proposed 20 hours of dedicated field enforcement per week, while an improvement, still seems insufficient to address the widespread issues, particularly in high-traffic areas like The Pike Outlets and Shoreline Village. Without strict enforcement, especially concerning unauthorized food trucks on private property, these regulations will not fully achieve their intended purpose.

Finally, we request that the City implement a targeted marketing campaign to educate brick-and-mortar businesses. This campaign should provide them with the necessary tools to report illegal foot trucks and empower them to actively participate in the enforcement process. Many businesses are unaware of the proper channels for reporting violations, and a clear, accessible system would be an invaluable asset in maintaining compliance.

Thank you for your leadership in addressing this important issue. We look forward to the City Council meeting on March 24, 2026, and are confident that with a strong enforcement plan, these regulations will benefit our entire community.

Sincerely,

Austin Metoyer
President & CEO

DTLB Alliance Board of Directors
Mayor Rex Richardson, City of Long Beach
Bo Martinez, Director of Economic & Opportunity Development, City of Long Beach
Councilwoman Mary Zendejas, Council District I, City of Long Beach
Christopher Koontz, Director of Community Development, City of Long Beach
Tom Modica, City Manager, City of Long Beach