

**Reiff, Devan**

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**From:** elmy kader <[REDACTED]>  
**Sent:** Friday, May 12, 2017 10:34 AM  
**To:** Chen, Celena  
**Cc:** Manasse, Edward; ewchamberlin; elmy kader; lsimmons@oaklandnet.com; Reiff, Devan  
**Subject:** Re: Court Discovery

Dear Deputy Oakland City Attorney Mss. Celna,

This is a friendly reminder on behalf of Royal Egyptian Cuisine that the City of Oakland is in VIOLATION of "**The Freedom of Information Act (FOIA), 5 U.S.C. § 552,**"

Please I **urge** the City Of Oakland to Respect and Honor the Federal Laws by granting our request that is in compliance with a Federal Law.

Chef Elmy Kader in Pro Per / Pro Ce

Royal Egyptian Cuisine.  
[REDACTED]

On Tue, Apr 25, 2017 at 1:02 PM, Ed Chamberlin <[REDACTED]> wrote:

**Dear Ms. LaTonda Simmons, Mr. James Bondi, and Mr. Greg Minor,**

**My name is Ed Chamberlin, Executive Administrator with Royal Egyptian Cuisine. I received this assignment from Chef Elmy , the principal of Royal Egyptian Cuisine. Under the freedom information Act I am requesting the following for a court discovery (This information is public domain) :**

**1) List of every food truck, food trailer and push cart that has been granted a vending permit by the City of Oakland since 2009 when the "Fruitvale Program" was put into effect.**

**2) All internal communications including E-mails regarding Elmy Kader/Royal Egyptian Cuisine, Emilia Ortero, Shelly Garza/La Placitas amongst the following:**

**A) All members of the Oakland City Counsels (In particular, District 5, Noel Gallo and District 7, Larry Reid to all and from named above and the Zoning**

Department, Enforcement Department, Oakland Fire Prevention Bureau  
and Devan Reiff, City of Oakland | Bureau of Planning.

**B) All internal communications between the following but not limited to:  
the Zoning Dept., Aubrey Rose, Enforcement Department, (Chris Candell,  
Bill Quesada, Rich Fielding, Hai V. Pham and Randy Schimm), Oakland  
Fire Prevention Bureau, (Cesar Avila, Miguel Trujillo and Patricia E. Sierra)  
and Devan Reiff, City of Oakland | Bureau of Planning.**

The **Freedom of Information Act (FOIA)**, 5 U.S.C. § 552, is a **federal freedom of information law** that allows for the full or partial disclosure of previously unreleased **information** and documents controlled by the United States government.

Dear Sir/Ms,

The Freedom of Information Act is a federal law applicable to all states. Thus, hypothetically speaking, if the city of Oakland tries to deny or manipulate our request it will be in direct violation of a federal law , thus immediately we will turn it over to the FBI and we will use the power of federal and state subpoena. We at Royal Egyptian Cuisine prays that the city of Oakland will honor and respect the law and grant our request without any delay or monopoly.

Please acknowledge the receipt of this email.

Sincerely,

Ed Chamberlin  
Executive Administrator  
Royal Egyptian Cuisine  


PS: Please feel free to ask any questions regarding the clarification of our request via email.

## Reiff, Devan

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**From:** elmy kader <[REDACTED]>  
**Sent:** Monday, May 08, 2017 9:38 PM  
**To:** Reiff, Devan  
**Cc:** [REDACTED]; Chen, Celena; Manasse, Edward  
**Subject:** Re: Links to Oakland Food Vending Map and regulations

Today May 8<sup>th</sup>, 2017 at exactly 8.42 am I dialed (510)238-3550 to discuss with Devan Reiff, City of Oakland, Bureau of Planning who is the architect of the Oakland city wide food vending ordinance that was approved by the Oakland City Council on March 28<sup>th</sup>, 2017, he did not answer the call and I left him this message.

My name is Elmy Kader with Royal Egyptian Cuisine over the week end we read every signal words of this ordinance and we find it is Unconstitutional and highly Discriminatory in fact based on sequence of mandates and rules we came to the conclusion that this is not an honest ordinance but one of Councilman Larry Reid's RACKETS, where the main beneficiary is La Placitas Emilia Otero and her daughter Shelly Garza, whom they did violate the law an continue to violate the law with impunity, receiving full protect of the Councilman Larry Reid.

I also mentioned to him, that we have all the evidence on hand and that this ordinance will be challenged in a Federal Court among other things. End of message.

Chef Elmy Kader

Royal Egyptian Cuisine

(925)752-0606

On Thu, Apr 20, 2017 at 5:22 PM, Reiff, Devan <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)> wrote:

Mr. Chamberlin, I spoke with you today for a half hour, explaining the new food vending regulations, and processes. Following our phone call, Mr. Kader called. I offered to send both of you the same information from the City of Oakland website ([www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending)):

**2017 Update to Mobile Food Vending regulations.** The City adopted comprehensive, citywide, food vending regulations.

- **Food Vending program adopted by City Council on March 28, 2017.** This action starts a 60-day education and implementation period, and applications for the new program will be accepted, starting the first week of June, 2017. [Click here to see a map of the adopted food vending area, with buffer distances from schools and restaurants.](#) [To read the](#)

adopted ordinance, click here. To read the administrative guidelines, click here. More details and application materials will be posted to this website in the weeks to come. Contact project manager, Devan Reiff, [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) (510-238-3550), for more information.

I also added Mr. Chamberlin to the Food Vending email list.

Please contact either myself, or Ed Manasse, at 510-238-7733, if you have more questions.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**Reiff, Devan**

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**From:** Reiff, Devan  
**Sent:** Tuesday, April 25, 2017 12:34 PM  
**To:** 'Ed Chamberlin'  
**Cc:** [REDACTED]; Chen, Celena; Manasse, Edward  
**Subject:** RE: Links to Oakland Food Vending Map and regulations

Mr. Chamberlin, staff will prepare the materials, and respond to the request. Under FoIA, the City has ten days to produce the materials. The City will meet that deadline.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Ed Chamberlin [<mailto:ewchamberlin@hotmail.com>]  
**Sent:** Sunday, April 23, 2017 9:13 PM  
**To:** Reiff, Devan  
**Cc:** [royal.egyptian.cuisine1@gmail.com](mailto:royal.egyptian.cuisine1@gmail.com); Chen, Celena; Manasse, Edward  
**Subject:** Re: Links to Oakland Food Vending Map and regulations

Dear Mr. Reiff,

I want to inform you that I will be in charge of securing 2<sup>nd</sup> and Webster by Jack London Square where Chef Elmy Royal Egyptian Cuisine has been serving the community from his food truck for the past four years.

His dedication and hard work has been rewarded by being named "Best of the Best" by East Bay Express for the year 2013, the year he started. He has been featured in various food magazines including the San Francisco Chronicle, for being one the "most charismatic" Chefs in Oakland". He also rated consistently high marks with Yelp as well with Instagram, where he has a great number of followers.

I have known Mr. Kader for a lot of years. He lives by the constitution of the United States and he always stands for what he believes in. I understand that he has some issues with the City of Oakland, and this will be up to the Court to decide, but I hope that the City of Oakland will not retaliate against him for his beliefs. Aside from being illegal, it will affect others who depend on Royal Egyptian Cuisine for their income.

**Formal Request:**

Under the Freedom of Information Act, we at Royal Egyptian Cuisine request a list of every food truck, food trailer and push cart that has been granted a vending permit since the "Fruitvale Program" was put into effect. This information is public domain.

Your prompt response will be greatly appreciated. Also, we have been advised that all future communications between Royal Egyptian Cuisine and your office be via email only.

Sincerely,

Ed Chamberlin

Executive Administrator

Royal Egyptian Cuisine

(510) 396-9458

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**From:** Reiff, Devan <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

**Sent:** Thursday, April 20, 2017 5:22 PM

**To:** [ewchamberlin@hotmail.com](mailto:ewchamberlin@hotmail.com)

**Cc:** [REDACTED]; Chen, Celena; Manasse, Edward

**Subject:** Links to Oakland Food Vending Map and regulations

Mr. Chamberlin, I spoke with you today for a half hour, explaining the new food vending regulations, and processes. Following our phone call, Mr. Kader called. I offered to send both of you the same information from the City of Oakland website ([www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending)):

Mobile Food Vending Regulations | Food Vending | City of Oakland | California

[www.oaklandnet.com](http://www.oaklandnet.com)

City of Oakland Mobile Food Vending Regulations--Adoption hearings Spring, 2017.

- 2017 Update to Mobile Food Vending regulations.** The City adopted comprehensive, citywide, food vending regulations.
- **Food Vending program adopted by City Council on March 28, 2017.** This action starts a 60-day education and implementation period, and applications for the new program will be accepted, starting the first week of June, 2017. [Click here to see a map of the adopted food vending area, with buffer distances from schools and restaurants.](#) [To read the adopted ordinance, click here.](#) [To read the administrative guidelines, click here.](#) More details and application materials will be posted to this website in the weeks to come. Contact project manager, Devan Reiff, [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) (510-238-3550), for more information.

I also added Mr. Chamberlin to the Food Vending email list.

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Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Thursday, April 20, 2017 5:22 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]; Chen, Celena (CChen@oaklandcityattorney.org); Manasse, Edward  
**Subject:** Links to Oakland Food Vending Map and regulations

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Please contact either myself, or Ed Manasse, at 510-238-7733, if you have more questions.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

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**Reiff, Devan**

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**From:** elmy kader <[REDACTED]>  
**Sent:** Tuesday, March 28, 2017 1:09 PM  
**To:** Schaaf, Libby; Parker, Barbara; Kalb, Dan; Guillen, Abel; Imcelaney@oaklandnet.com; Washington, Antey; Gallo, Noel; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; Steffes, Angela, CEPD; Goldstein-Breyer, Joseph, Public Defender; elmyk@hotmail.com  
**Cc:** Rose, Aubrey; Pham, Hai V; Fielding, Rich; Candell, Chris; Quesada, Bill; Reiff, Devan  
**Subject:** Fwd: FW: Emailing: IMG\_4067, IMG\_4068, IMG\_4069, IMG\_4071, IMG\_4075, IMG\_4076, IMG\_4077, IMG\_4078, IMG\_4079, IMG\_4080, IMG\_4081, IMG\_4082, IMG\_4083, IMG\_4085, IMG\_4086, IMG\_4087, IMG\_4088, IMG\_4089, IMG\_4090, IMG\_4092, IMG\_4093, IMG\_4095, IMG\_4097, IMG\_...  
**Attachments:** IMG\_4067.jpg; IMG\_4068.jpg; IMG\_4069.jpg; IMG\_4071.jpg; IMG\_4075.jpg; IMG\_4076.jpg; IMG\_4077.jpg; IMG\_4078.jpg; IMG\_4079.jpg; IMG\_4080.jpg; IMG\_4081.jpg; IMG\_4082.jpg; IMG\_4083.jpg; IMG\_4085.jpg; IMG\_4086.jpg; IMG\_4087.jpg; IMG\_4088.jpg; IMG\_4089.jpg; IMG\_4090.jpg; IMG\_4092.jpg; IMG\_4093.jpg; IMG\_4095.jpg; IMG\_4097.jpg; IMG\_4098.jpg; IMG\_4099.jpg

----- Forwarded message -----

**From:** Sierra, Patricia <PSierra@oaklandnet.com>  
**Date:** Tue, Mar 21, 2017 at 4:26 PM  
**Subject:** FW: Emailing: IMG\_4067, IMG\_4068, IMG\_4069, IMG\_4071, IMG\_4075, IMG\_4076, IMG\_4077, IMG\_4078, IMG\_4079, IMG\_4080, IMG\_4081, IMG\_4082, IMG\_4083, IMG\_4085, IMG\_4086, IMG\_4087, IMG\_4088, IMG\_4089, IMG\_4090, IMG\_4092, IMG\_4093, IMG\_4095, IMG\_4097, IMG\_4098, I  
**To:** elmy kader <royal.egyptian.cuisine1@gmail.com>, "elmyk@hotmail.com" <elmyk@hotmail.com>  
**Cc:** "Trujillo, Miguel" <MTrujillo@oaklandnet.com>, "Avila, Cesar" <CAvila@oaklandnet.com>, "Sabatini, Maria" <MSabatini@oaklandnet.com>

Mr. Kader:

The information you required is attached.

Respectfully,

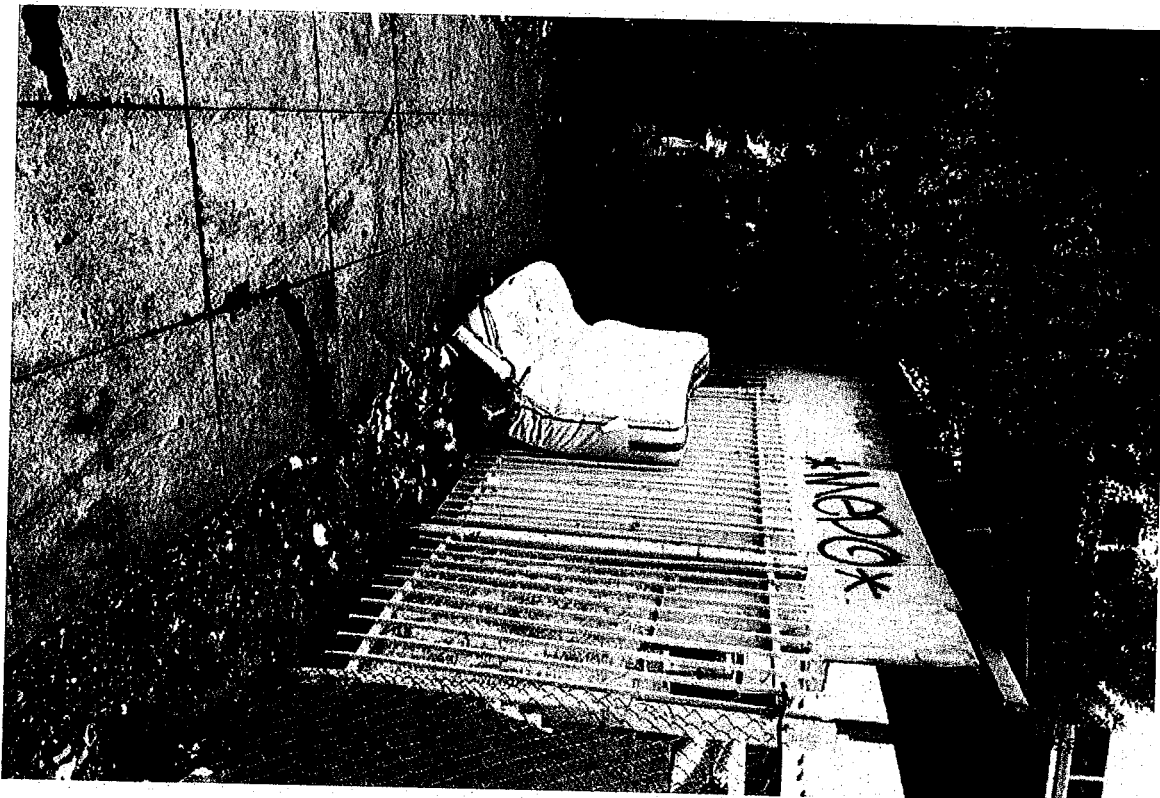
Patricia E. Sierra, M. A.  
Fire Prevention & Support Services Bureau  
Oakland Fire Department  
510.238-3851 - main line  
510.238.2911 - desk

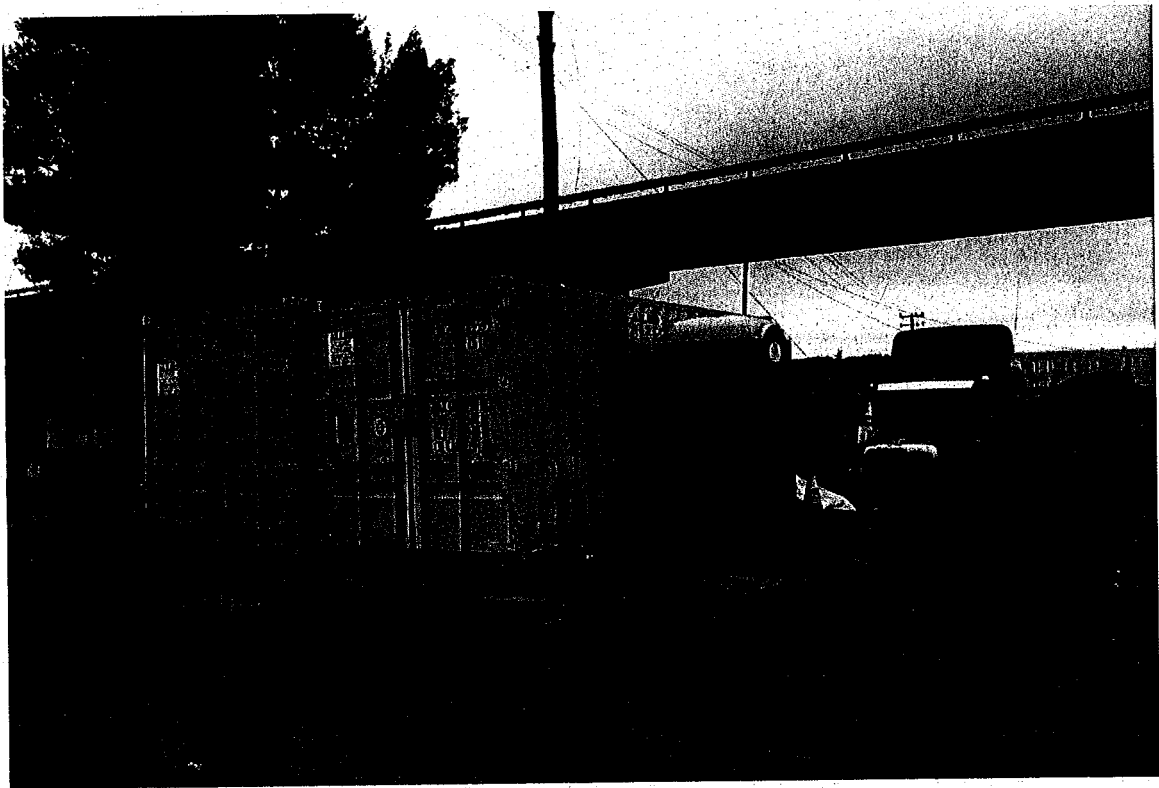
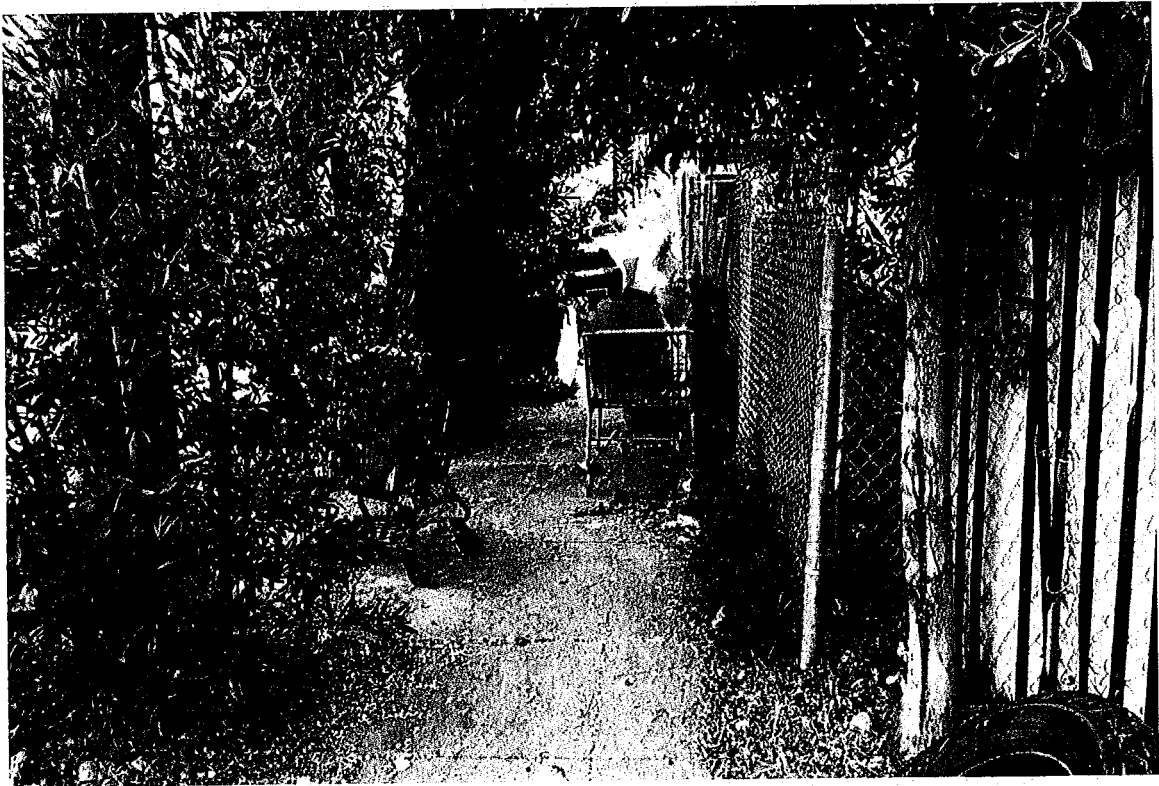
My grandfather once told me, "There are two kinds of people, those who do the work and those who take the credit. Try to be in the first group; there is less competition there". - Indira Gandhi

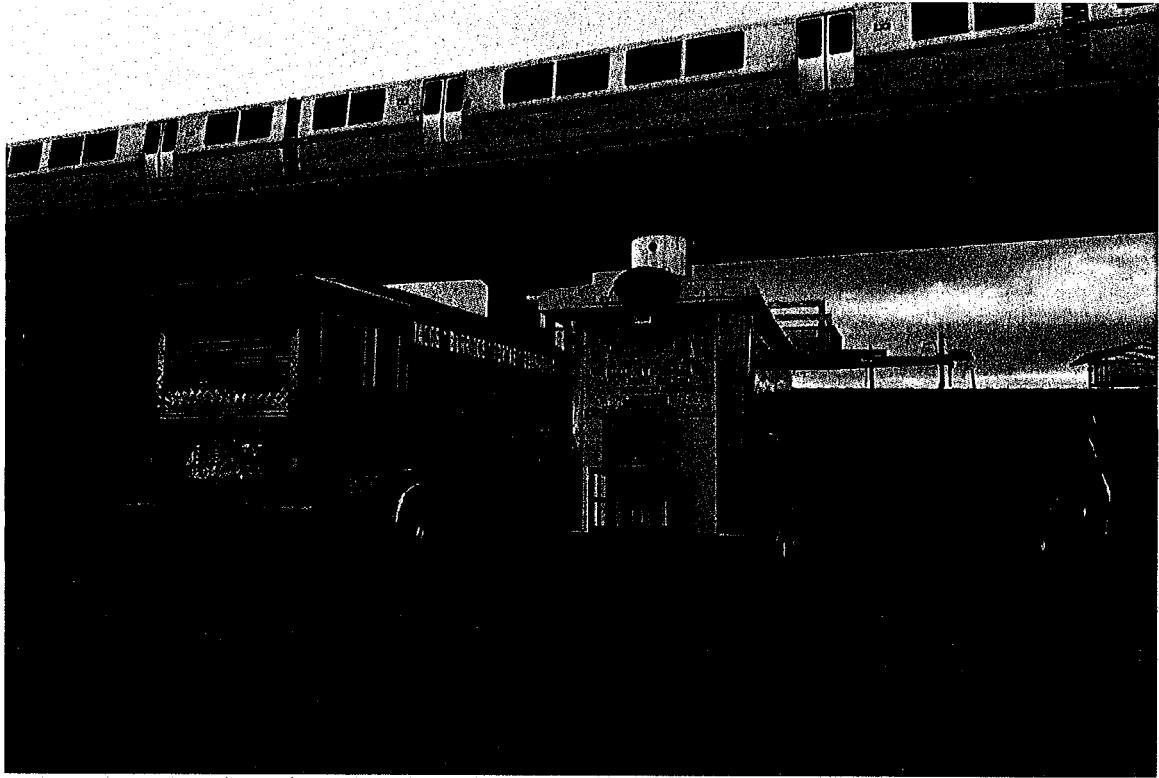
-----Original Message-----

**From:** Avila, Cesar  
**Sent:** Tuesday, March 21, 2017 2:51 PM

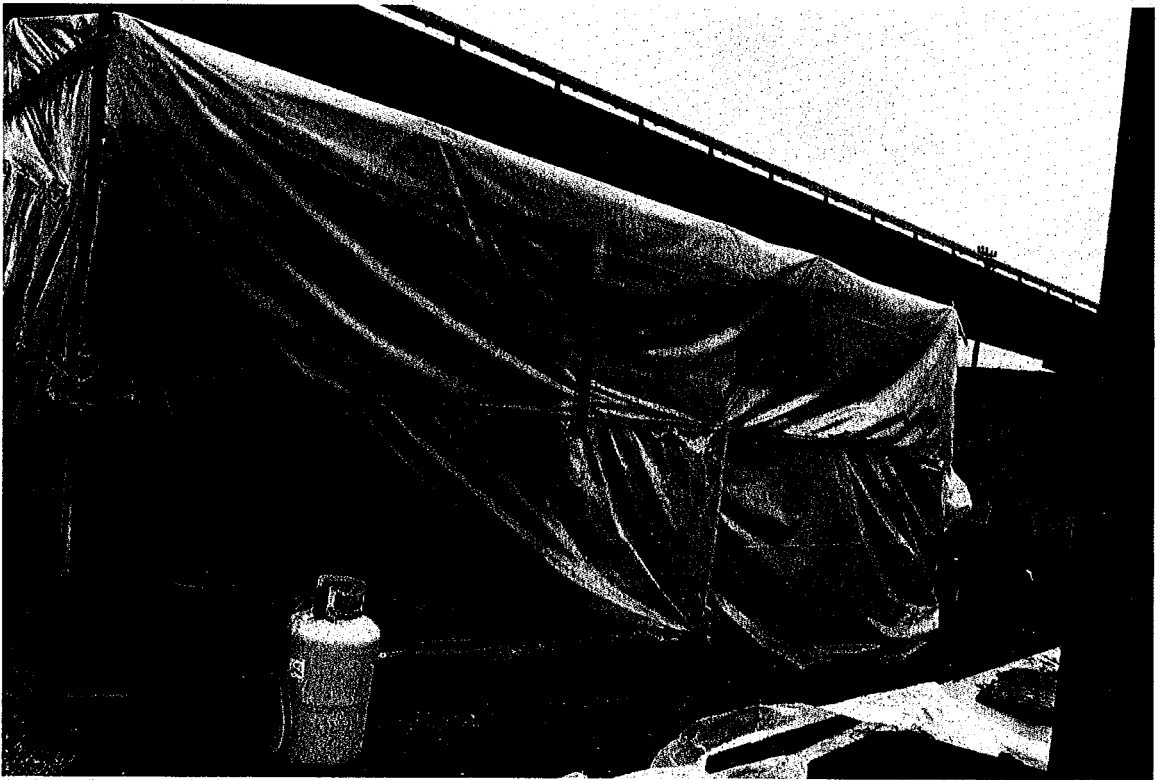


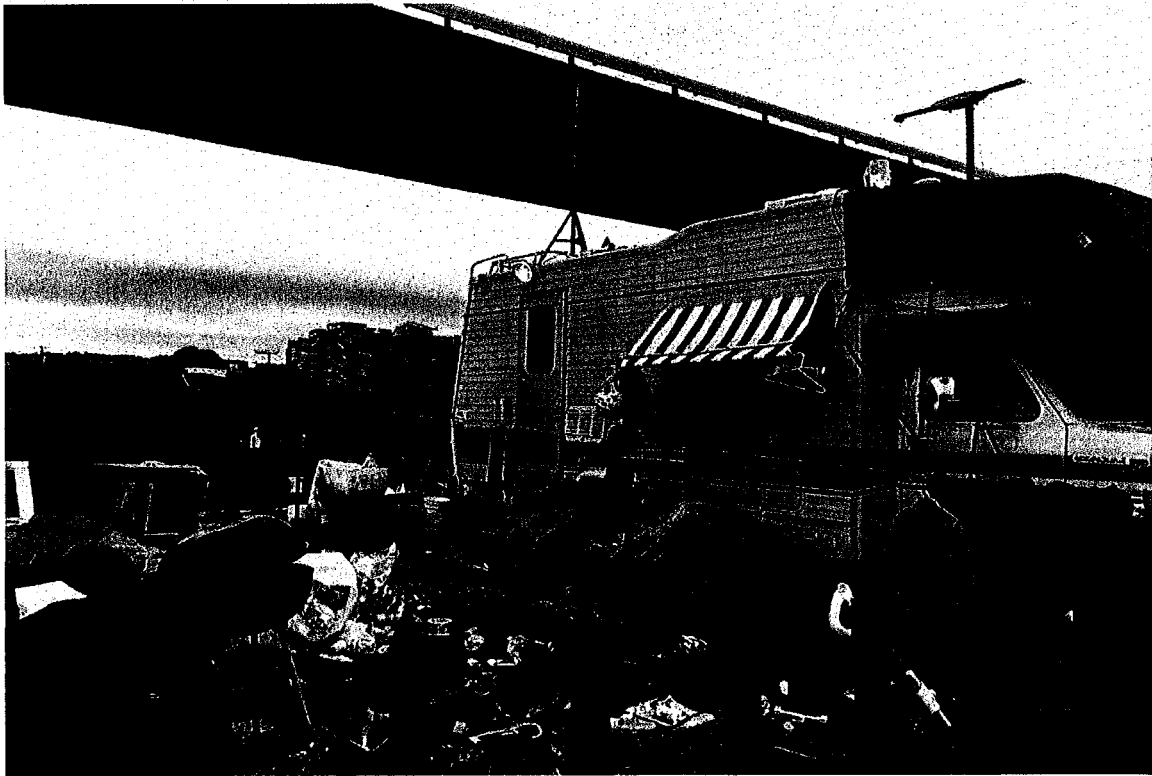




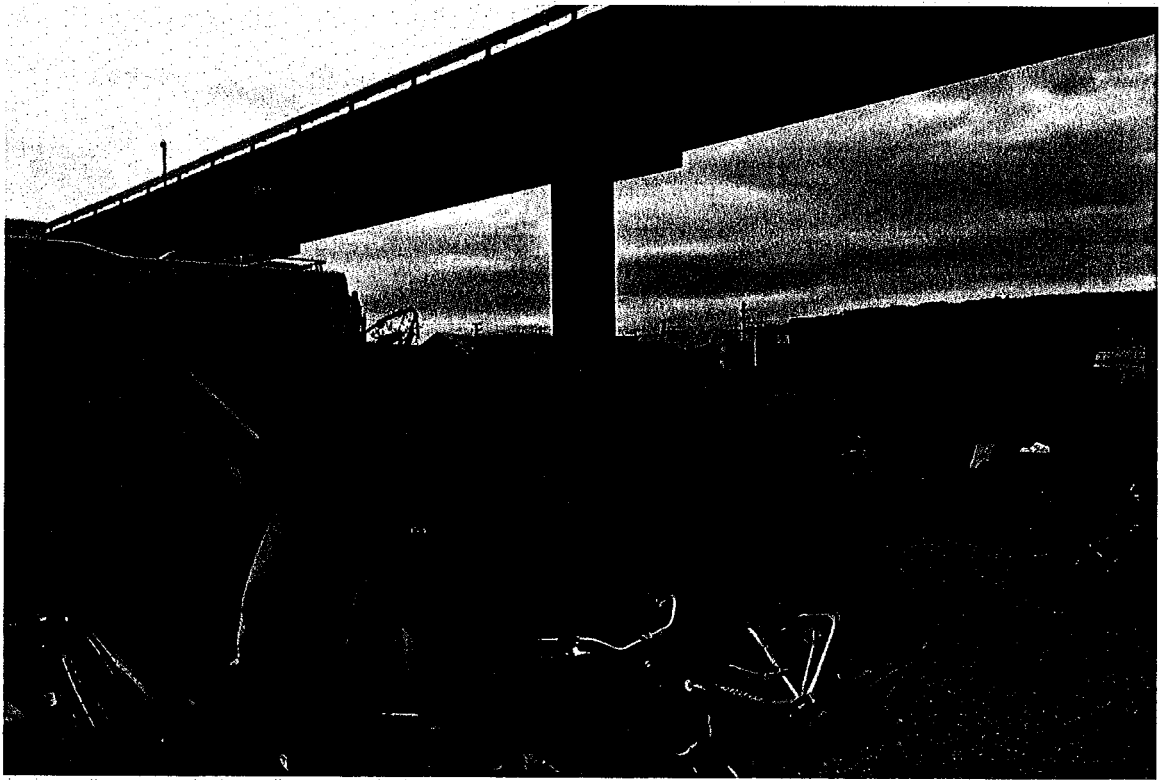
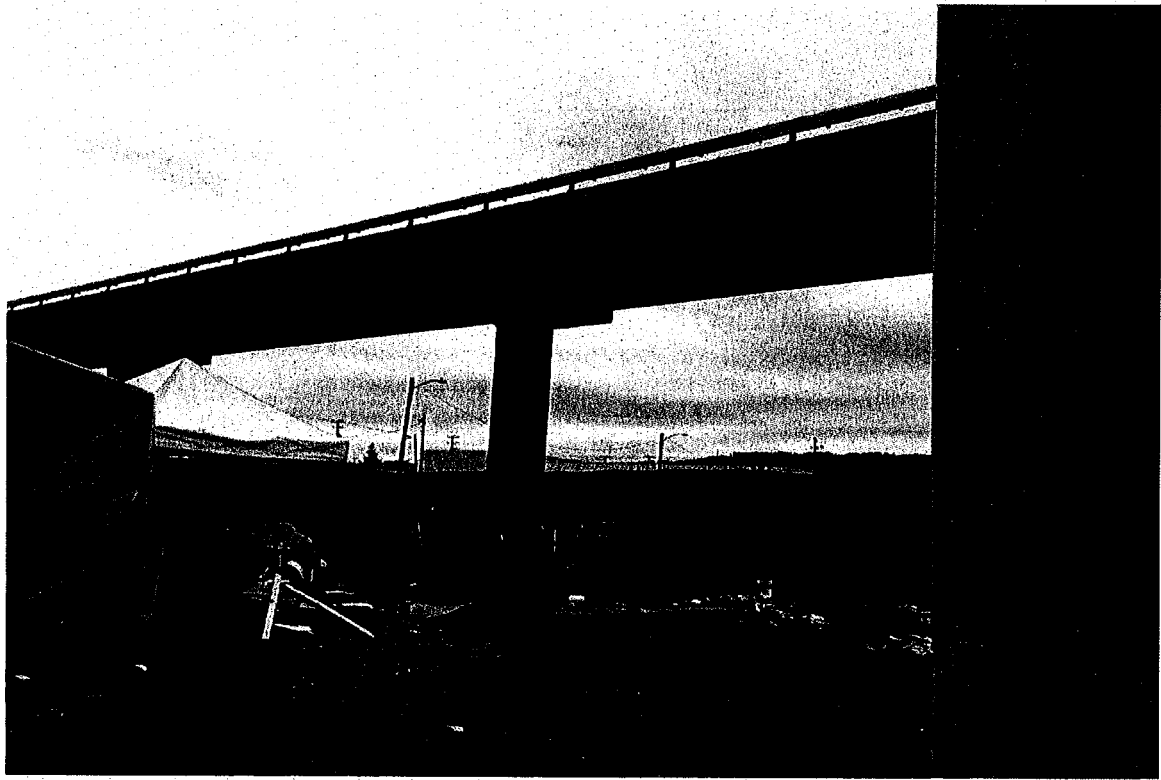


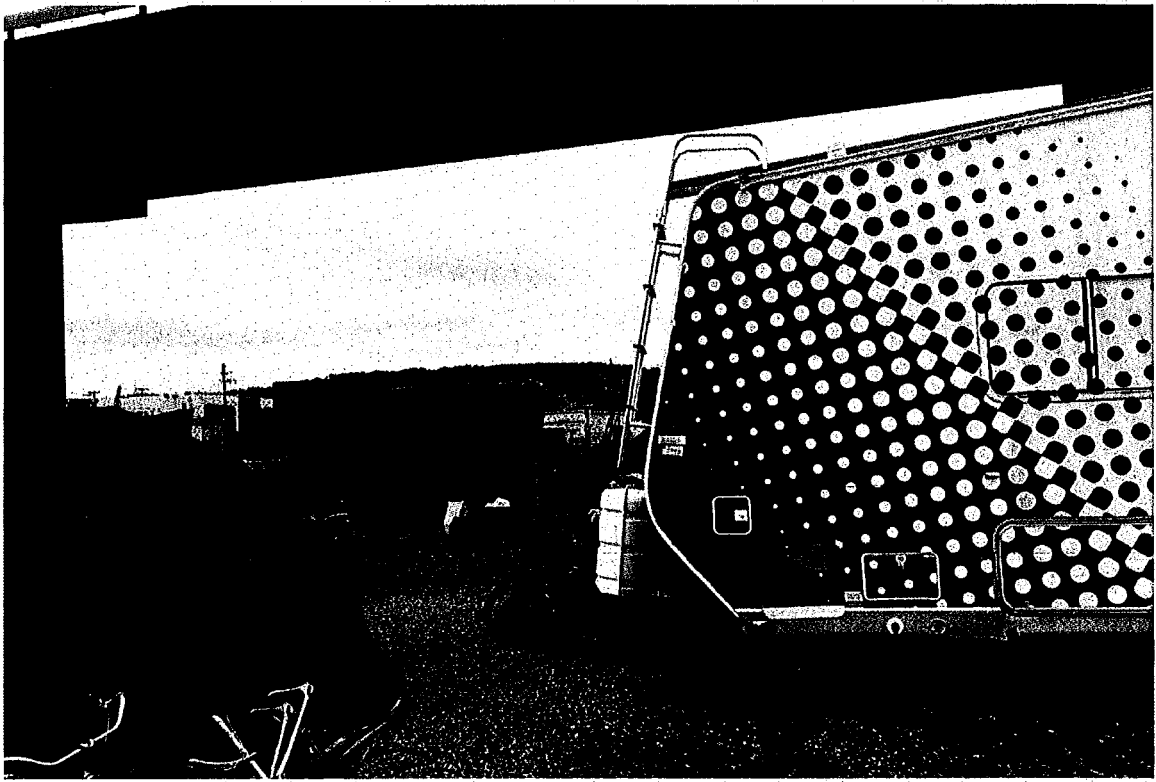




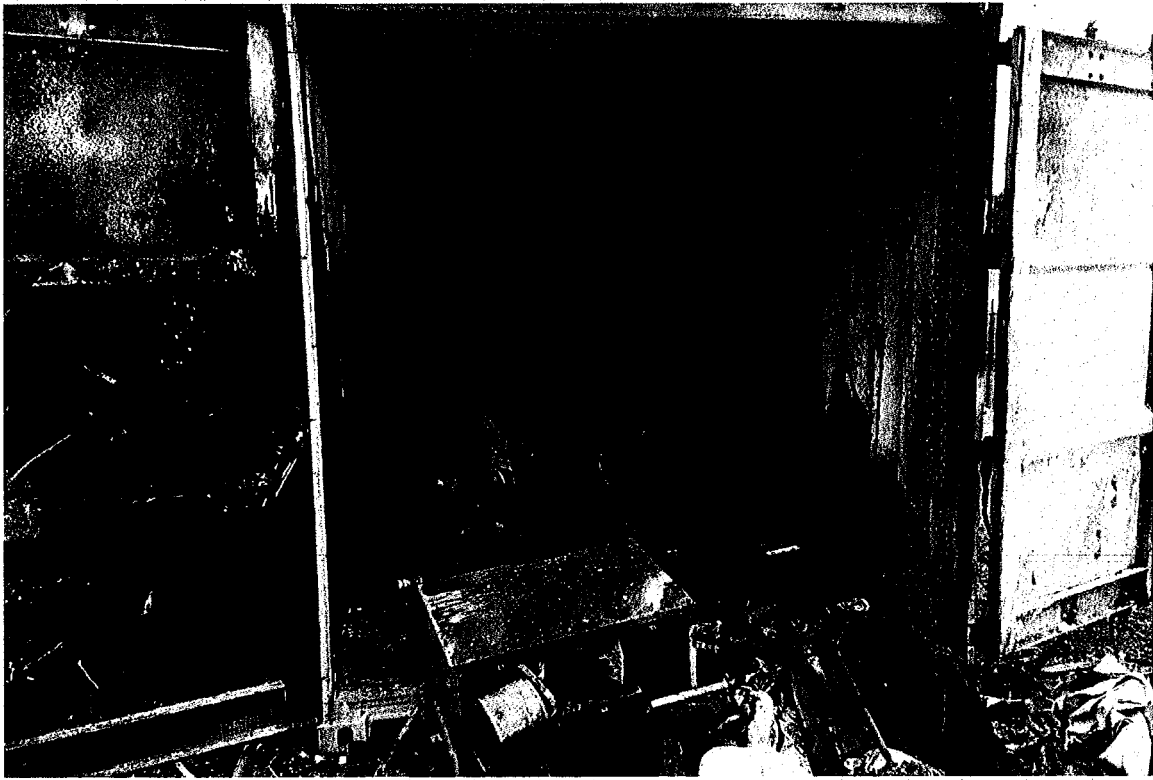


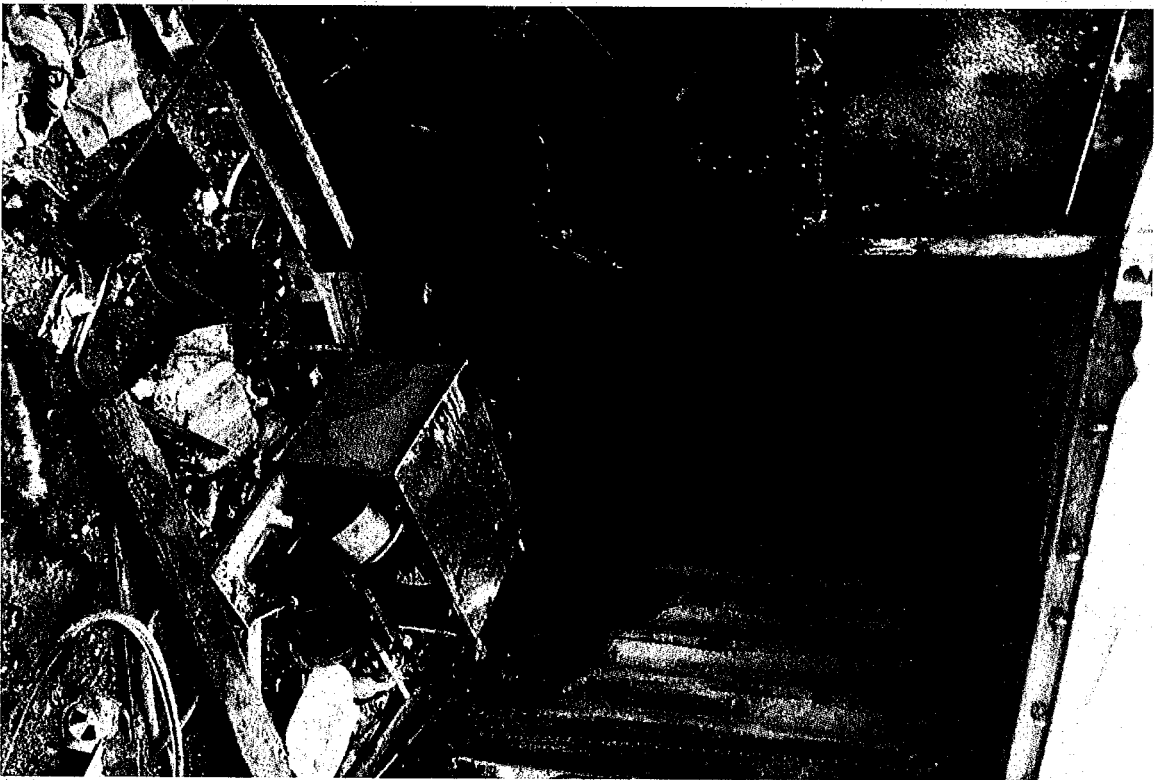
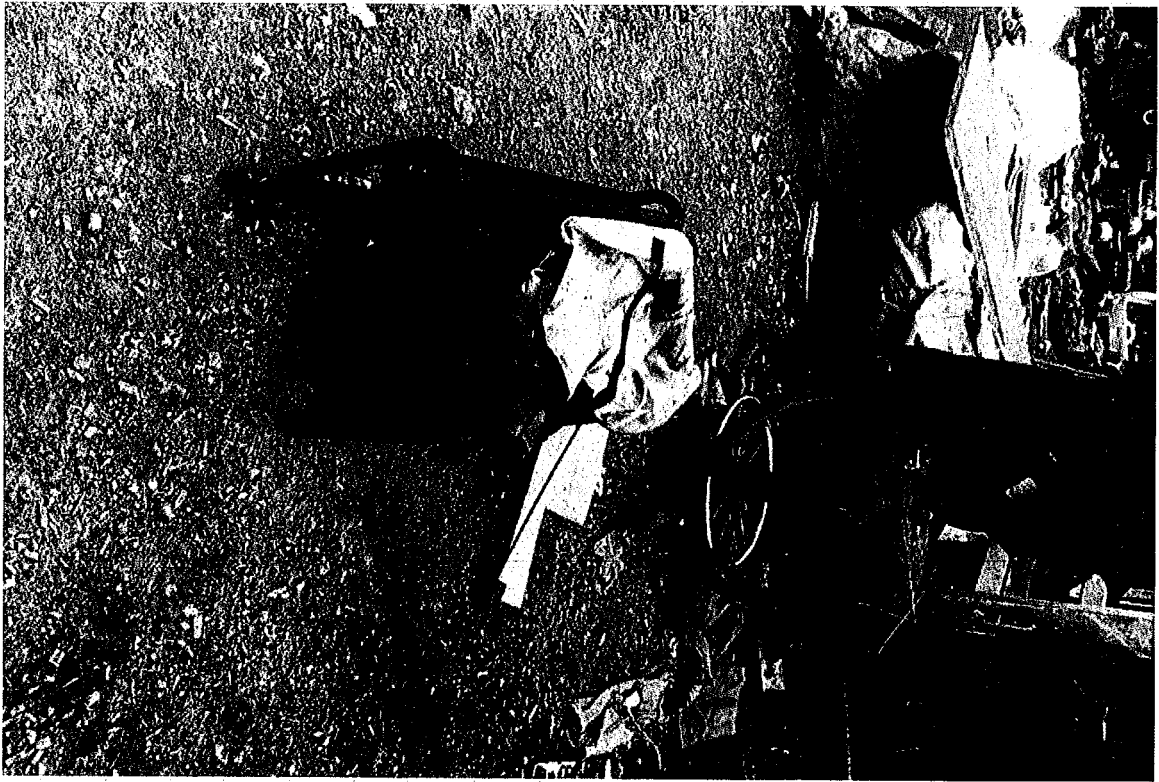


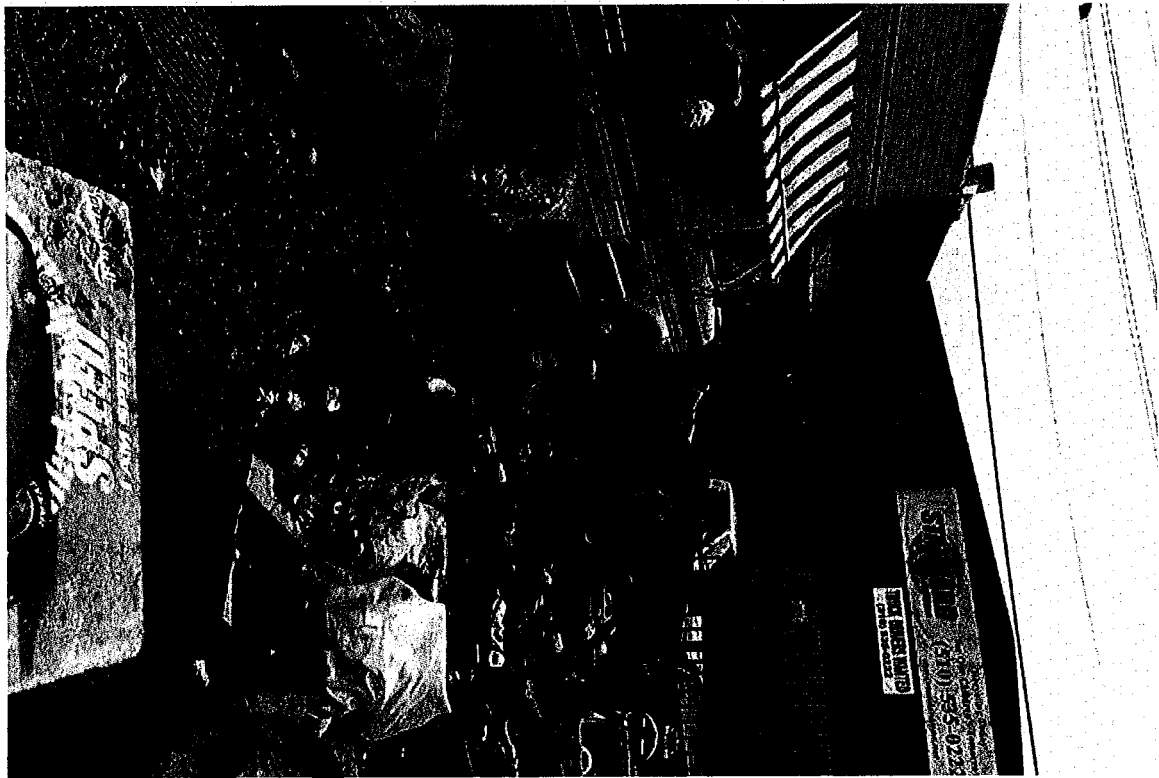
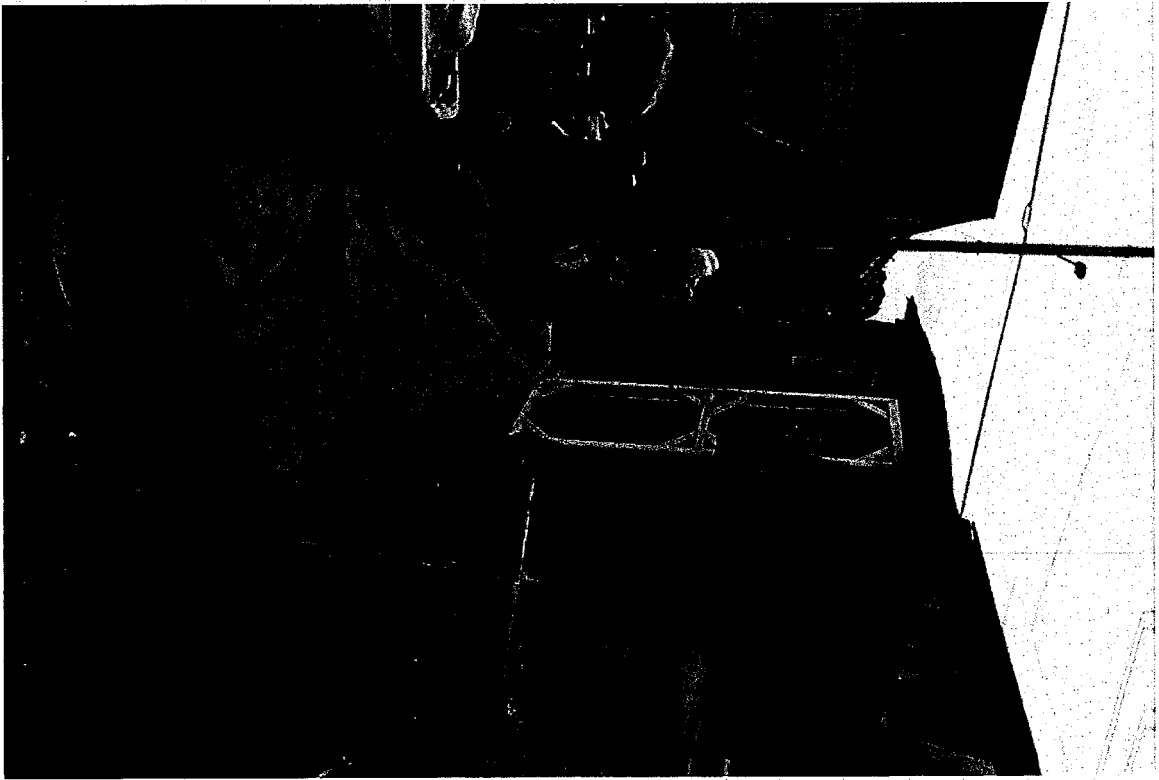


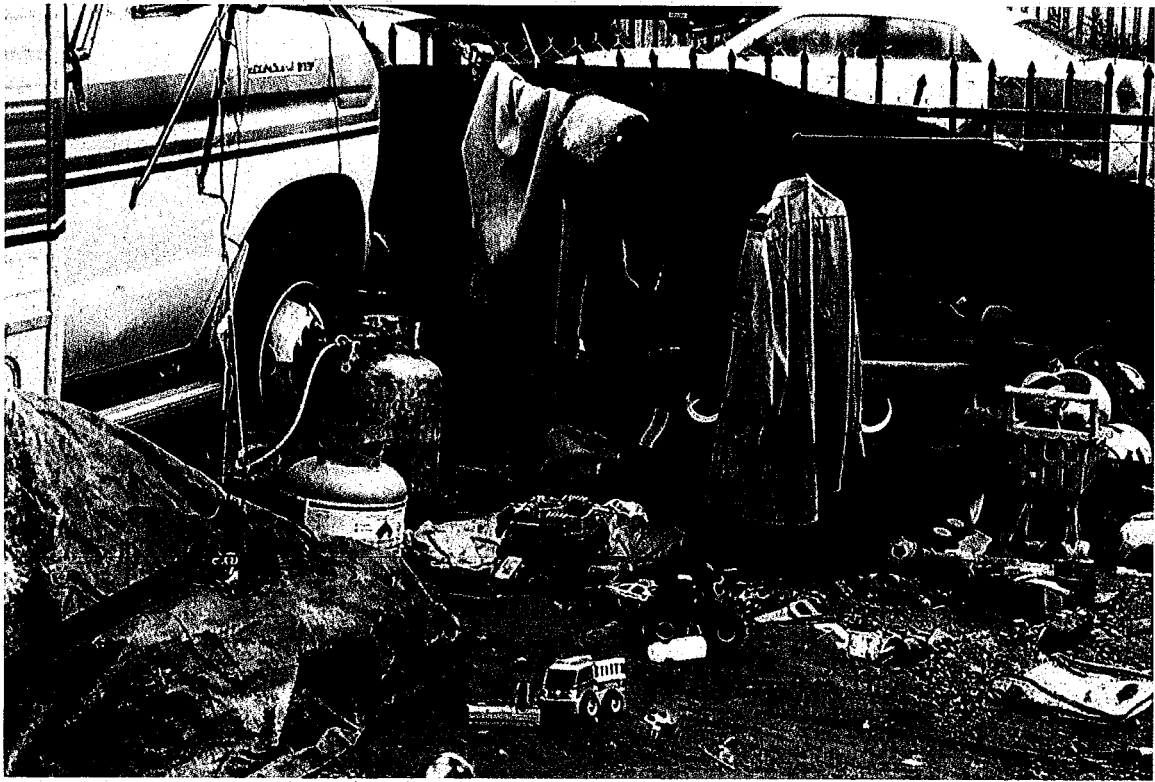
















## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Tuesday, December 06, 2016 5:22 PM  
**To:** [REDACTED]  
**Cc:** Manasse, Edward  
**Subject:** Upcoming public hearings on Oakland Food Vending regulations

Mr. Kader, I believe you and I spoke just now on the phone.

During the call, you mentioned that you hadn't received an email announcement that the City had rescheduled the comprehensive food vending hearing at the Oakland Planning Commission to December 21<sup>st</sup>. Below is the announcement that went out last week to the email subscribers about this schedule change, as well as announcing a new piece of legislation that, if passed, would allow food vending on the public right of way (streets) at 85<sup>th</sup> Avenue, between Edes Avenue and San Leandro Blvd.

I've added this email address (royal.egyptian.cuisine1@gmail.com) to the email database, so if you are reading this email, you should also receive future announcements.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

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**From:** City of Oakland [mailto:[oakland@service.govdelivery.com](mailto:oakland@service.govdelivery.com)]  
**Sent:** Friday, December 02, 2016 4:57 PM  
**To:** Garcia, Mai-Ling; Olike, Ifeoma; Boyd, Karen; Government Delivery; Reiff, Devan; Information Officer Emergency Public; Hamilton, Harry; Kress, Titus  
**Subject:** Courtesy Copy: Upcoming public hearings on Oakland Food Vending regulations

**This is a courtesy copy of an email bulletin sent by Devan Reiff.**

**This bulletin was sent to the following groups of people:**

Subscribers of Mobile Food Vending (1195 recipients)



Oakland Food Vending subscribers:

There are two proposed changes in Oakland's food vending program which the public is invited to consider at upcoming public hearings.

1. On **December 6, 2016**, legislation proposed by Councilmember Larry Reid (District 7), is being considered by the City Council to include 85th Avenue to the current food vending

program for food trucks and trailers. If approved, the area on 85th Avenue between Edes Avenue and San Leandro Boulevard by the Coliseum DMV would be available for applications for food trucks and trailers on private property, and for the first time, in the public street right-of-way (from city-designated parking spaces on 85th Avenue, only).

**December 6, 2016, 1 p.m.**

Community and Economic Development Committee  
Hearing Room 1, Oakland City Hall, 1 Frank H. Ogawa Plaza

For more information, see the report and proposed ordinance.

2. The Planning Commission hearing on the comprehensive food vending program originally scheduled for December 7 is rescheduled to **December 21**. There will be no public hearing on December 7 on the comprehensive food vending program.

**December 21, 2016 at 6:00 p.m.**

Oakland City Planning Commission Hearing.  
Hearing Room 1, City Hall, 1 Frank H. Ogawa Plaza


The public is welcome to attend and give comment on the proposals.

The City is also seeking the public's assistance to select the 50 parking spaces where food vending on City streets should be permitted. The project website ([www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending)) includes an interactive map where the public can suggest locations on City streets where food vending should be considered. Due to software limitations, a Google account is required to be able to suggest sites on the map. Without a Google account, the public can either view the map, or contact City staff for a paper map, which can be filled in and sent back to the address at the bottom of this email.

For more information about the City's Food Vending program and proposals, visit [www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending).

For questions or comments, please contact project manager Devan Reiff, Bureau of Planning, at [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) or (510) 238-3550; 250 Frank Ogawa Plaza, Suite 3315, Oakland, CA 94612.

Thank you for your interest in Food Vending in Oakland.

 SHARE

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SUBSCRIBER SERVICES:  
[Manage Preferences](#) | [Delete Profile](#) | [Help](#)

**Reiff, Devan**

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**From:** Elmy Kader <[REDACTED]>  
**Sent:** Wednesday, August 10, 2016 8:34 PM  
**To:** [REDACTED] Reiff, Devan  
**Cc:** [REDACTED] Sharon Cropper; ewchamberlin  
**Subject:** Re: Court Documentations / correction / Documentation,  
**Attachments:** more flith 076.jpg; more flith 077.jpg

What is a corrupt government official? Kick back, racketeering, personal gain, personal favors, etc. Mr. Devanreiff the message that you are trying to pass is good and needed, but the messenger which is you, is untrustworthy. If I am face to face with you, I will tell you read my lips, but in this case I will tell you read my words. Your heinous conduct as I Believe, reflect that you are a corrupt government official. It will be proven in a Federal Court of Law. Today's evidence August 10<sup>th</sup> 2016 the slum of Mexico located at 45<sup>th</sup> and San Leandro Blvd, United States of America filth being cleaned by the tax , the corruption continues, protecting one of your biggest lobbyists Las Placita Emilia Otero.

Elmy Kader in Pro Per/ Pro Se

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**From:** Elmy Kader <elmyk@hotmail.com>  
**Sent:** Tuesday, August 9, 2016 7:27 PM  
**To:** [REDACTED]; dreiff@oaklandnet.com  
**Cc:** [REDACTED]; Sharon Cropper; ewchamberlin  
**Subject:** Re: Court Documentations / correction / Documentation,

When a cancer strikes a strong able body and without immediate treatment  
the cancer will advance weakening the body until ultimately the body perish .

A corrupt government is a cancer if it is not dealt with it will weaken the  
Country and eventually will destroy it.  
Every day I have a progress report the violations continue, and the protection by our corrupt government  
official, don't care that is arrogance of power. Sooner or later, those corrupt government officials will be  
held accountable in a court of law.  
Because of my strong belief, that our Beloved America is Constitutional Republic.

Elmy Kader in Pro Per/ Pro Se

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**From:** Elmy Kader <elmyk@hotmail.com>  
**Sent:** Monday, August 8, 2016 2:09 PM

To: [REDACTED]@gmail.com; [REDACTED]@oaklandnet.com  
Cc: [REDACTED]; Sharon Cropper; ewchamberlin  
Subject: Re: Court Documentations / correction

Correction I Elmy Kader received a call from Mr. Devanreiff on August ,8, 2016 at 9.13 am.

**Elmy Kader in Pro Per/ Pro Se**

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From: Elmy Kader <[REDACTED]@hotmail.com>  
Sent: Monday, August 8, 2016 11:09 AM  
To: [REDACTED]dreiff@oaklandnet.com  
Cc: [REDACTED]; Sharon Cropper; ewchamberlin  
Subject: Court Documentations

**Today August 7<sup>th</sup>, 2016 at 9.13 am, I reserved a call from Mr. Devanreiff with the City of Oakland, department of planning and building.**

**Among other things I pointed out the level of corruption that reached a biblical proportion that currently exist within the Oakland city Hall as well as the Alameda County Health Department that protect one of his major lobbyist and beneficiary Las Placitas Emilia Otero who is in violation of the Health and safety of the people , Environmental Laws, Human rights and City ordinance.**

**I pointed out the location at 45<sup>th</sup> and San Leandro Blvd location. Three times I asked Mr. Devanreiff "As a city official you are obligated by law to do something about these violations"? Three times Mr. Devanreiff refused to answer.**

Elmy Kader in Pro Per/ Pro Se

**Reiff, Devan**

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**From:** Elmy Kader <[REDACTED]>  
**Sent:** Tuesday, August 09, 2016 7:28 PM  
**To:** [REDACTED]; Reiff, Devan  
**Cc:** [REDACTED]; Sharon Cropper; ewchamberlin  
**Subject:** Re: Court Documentations / correction / Documentation,

When a cancer strikes a strong able body and without immediate treatment  
the cancer will advance weakening the body until ultimately the body perish .

A corrupt government is a cancer if it is not dealt with it will weaken the  
Country and eventually will destroy it.

Every day I have a progress report the violations continue, and the protection by our corrupt government  
official, don't care that is arrogance of power. Sooner or later, those corrupt government officials will be  
held accountable in a court of law.

Because of my strong belief, that our Beloved America is Constitutional Republic.

Elmy Kader in Pro Per/ Pro Se

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**Sent:** Monday, August 8, 2016 2:09 PM  
**To:** [REDACTED]; dreiff@oaklandnet.com  
**Cc:** [REDACTED]; Sharon Cropper; ewchamberlin  
**Subject:** Re: Court Documentations / correction

Correction I Elmy Kader received a call from Mr. Devanreiff on August ,8, 2016 at 9.13 am.

**Elmy Kader in Pro Per/ Pro Se**

---

**From:** Elmy Kader <[REDACTED]>  
**Sent:** Monday, August 8, 2016 11:09 AM  
**To:** [REDACTED]; dreiff@oaklandnet.com  
**Cc:** [REDACTED]; Sharon Cropper; ewchamberlin  
**Subject:** Court Documentations

**Today August 7<sup>th</sup>, 2016 at 9.13 am, I reserved a call from Mr.  
Devanreiff with the City of Oakland, department of planning and  
building.**

**Among other things I pointed out the level of corruption that reached a biblical proportion that currently exist within the Oakland city Hall as well as the Alameda County Health Department that protect one of his major lobbyist and beneficiary Las Placitas Emilia Otero who is in violation of the Health and safety of the people , Environmental Laws, Human rights and City ordinance.**

**I pointed out the location at 45<sup>th</sup> and San Leandro Blvd location. Three times I asked Mr. Devanreiff "As a city official you are obligated by law to do something about these violations"? Three times Mr. Devanreiff refused to answer.**

Elmy Kader in Pro Per/ Pro Se

**Reiff, Devan**

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**From:** Elmy Kader <[REDACTED]@hotmail.com>  
**Sent:** Monday, August 08, 2016 2:10 PM  
**To:** nagrajplanning@gmail.com; Reiff, Devan  
**Cc:** [REDACTED]@gmail.com; Sharon Cropper; ewchamberlin  
**Subject:** Re: Court Documentations / correction

Correction I Elmy Kader received a call from Mr. Devanreiff on August ,8, 2016 at 9.13 am.

**Elmy Kader in Pro Per/ Pro Se**

---

**From:** Elmy Kader <elmyk@hotmail.com>  
**Sent:** Monday, August 8, 2016 11:09 AM  
**To:** [REDACTED]@gmail.com; dreiff@oaklandnet.com  
**Cc:** [REDACTED]@gmail.com; Sharon Cropper; ewchamberlin  
**Subject:** Court Documentations

**Today August 7<sup>th</sup>, 2016 at 9.13 am, I reserved a call from Mr. Devanreiff with the City of Oakland, department of planning and building.**

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Elmy Kader in Pro Per/ Pro Se

[REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]



**Reiff, Devan**

---

**From:** Elmy Kader <[REDACTED]>  
**Sent:** Monday, August 08, 2016 11:09 AM  
**To:** [REDACTED]; Reiff, Devan  
**Cc:** [REDACTED]; Sharon Cropper; ewchamberlin  
**Subject:** Court Documentations

**Today August 7<sup>th</sup>, 2016 at 9.13 am, I reserved a call from Mr. Devanreiff with the City of Oakland, department of planning and building.**

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Elmy Kader in Pro Per/ Pro Se

[REDACTED]

[REDACTED]

[REDACTED]

## Reiff, Devan

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**From:** pamelalaplacita <[REDACTED]>  
**Sent:** Wednesday, April 19, 2017 7:36 AM  
**To:** Reiff, Devan  
**Subject:** RE: Rosa Martin App

I was unaware of this and i will speak to her. Thanks

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 4/18/17 5:48 PM (GMT-08:00)  
**To:** Pamela Smith <[REDACTED]>  
**Subject:** RE: Rosa Martin App

Apparently, this truck came to 85<sup>th</sup> Avenue to vend again today, but after discussion with one of the newly permitted vendors, they moved off. Please let all owners of this truck know that the vending sites on 85<sup>th</sup> Avenue are already issued, and this new truck should not vend on 85<sup>th</sup> Avenue (or anywhere in Oakland, really), until they have an FV permit; otherwise, it creates more confusion in an area we are trying to reduce confusion.

Thanks.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Tuesday, April 18, 2017 3:49 PM  
**To:** Reiff, Devan  
**Subject:** Rosa Martin App

Hey Devan,

I wasnt able to wait for a planner ( had to go get my kids from school) so I will bring the paper work back tomorrow.

████████████████████

████████████████████

████████████████████

## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Tuesday, April 18, 2017 5:48 PM  
**To:** 'Pamela Smith'  
**Subject:** RE: Rosa Martin App

Apparently, this truck came to 85<sup>th</sup> Avenue to vend again today, but after discussion with one of the newly permitted vendors, they moved off. Please let all owners of this truck know that the vending sites on 85<sup>th</sup> Avenue are already issued, and this new truck should not vend on 85<sup>th</sup> Avenue (or anywhere in Oakland, really), until they have an FV permit; otherwise, it creates more confusion in an area we are trying to reduce confusion.

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**From:** Pamela Smith [mailto:[pamela.smith@oaklandnet.com](mailto:pamela.smith@oaklandnet.com)]  
**Sent:** Tuesday, April 18, 2017 3:49 PM  
**To:** Reiff, Devan  
**Subject:** Rosa Martin App

Hey Devan,

I wasnt able to wait for a planner ( had to go get my kids from school) so I will bring the paper work back tomorrow.



## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Tuesday, April 18, 2017 4:00 PM  
**To:** 'Pamela Smith'  
**Subject:** RE: Rosa Martin App

Ok, just take a number and have a planner take in the file, but not enter it into the computer. And let me know when you do that, and I'll try to come down to explain that either Jose or Christina will do the intake into the computer during their next scheduled counter shifts.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [mailto:████████████████████]  
**Sent:** Tuesday, April 18, 2017 3:49 PM  
**To:** Reiff, Devan  
**Subject:** Rosa Martin App

Hey Devan,  
I wasnt able to wait for a planner ( had to go get my kids from school) so I will bring the paper work back tomorrow.

████████████████████



## Reiff, Devan

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**From:** Pamela Smith <[REDACTED]>  
**Sent:** Tuesday, April 18, 2017 3:49 PM  
**To:** Reiff, Devan  
**Subject:** Rosa Martin App

Hey Devan,

I wasn't able to wait for a planner ( had to go get my kids from school) so I will bring the paper work back tomorrow.



## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Wednesday, April 12, 2017 5:30 PM  
**To:** Pamela Smith ([REDACTED])  
**Cc:** Rose, Aubrey  
**Subject:** Vehicle Food Vendor at 1480/ 1502 Fruitvale

I had a discussion with Pamela about "Tamales Acapulco". Pamela agreed that the correct location address should be 1480 Fruitvale.

Pamela was going to speak to the food trailer owner about her documenting an approved FC or FV permit from the City of Oakland at either 1480 or 1502 Fruitvale, as the City does not show in our database that there were permits issued for the food vendor at that location. The City shows the vendor applied for the FV permits, but they were not issued for some reason.

A permit the City does not issue can not be "renewed".

If it turns out that the City did not issue the food vendor a permit for either location, her options are:

- 1) Between now and June 2<sup>nd</sup>, apply for a new vehicular food vending permit under the existing program (Chapter 8.09 of the Municipal Code);
- 2) Starting on June 5<sup>th</sup>, apply for a new food vending permit under the new program.

Pamela will reply to either of us with more information as she receives it from the food vendor.

--Devan

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████████████████████

**Reiff, Devan**

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**From:** pamelalaplacita <pamelalaplacita@oaklandnet.com>  
**Sent:** Friday, April 07, 2017 12:14 PM  
**To:** Reiff, Devan  
**Subject:** Re: 85th Avenue Food Vendors meeting--Friday, April 14th, 4pm

Ok we will plan to go on april 14th at 4pm and i will see how much papertail i can get for Marlene

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 4/7/17 11:46 AM (GMT-08:00)  
**To:** "pamelalaplacita" <pamelalaplacita@oaklandnet.com>  
**Subject:** 85th Avenue Food Vendors meeting--Friday, April 14th, 4pm

Pamela, We need to reschedule for next Friday, April 14<sup>th</sup>, so that all the vendors can attend. 4pm.

Can you bring Ms. Guzman's previous County Health Certificates and Oakland Business Tax Certificates? For previous years, I mean.

--Devan

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**From:** pamelalaplacita [<mailto:pamelalaplacita@oaklandnet.com>]  
**Sent:** Friday, April 07, 2017 8:22 AM  
**To:** Reiff, Devan  
**Subject:** Re: 85th Avenue Food Vendors meeting--Friday, April 7th

I was able to speak with marlene we will be there at 4

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 4/6/17 10:04 AM (GMT-08:00)

To: "Manasse, Edward" <[EManasse@oaklandnet.com](mailto:EManasse@oaklandnet.com)>

Subject: 85th Avenue Food Vendors meeting--Friday, April 7th

To the vendors who have applied for locations on 85<sup>th</sup> Avenue:

- Gulam Jailani
- Rosa and Ulysses Guzman (care of Pamela Smith)
- Osvaldo and Arturo Moreno (care of Susana Moreno)
- Jose Anyarin

After discussion with each of the vendors, hearing their concerns about how the City will issue the locations for permitted vending, staff has decided that more vending site options on 85<sup>th</sup> Avenue should be included than were previously discussed. Please see the attached map for the new vending locations. There are now six potential vending locations.

The number of vending sites in front of the DMV has also been increased from 2 to 3. This was done to create more opportunities for vending along the most sought after street frontage area. But even with the extra site that has been added in front of the DMV, staff has verified after reaching out to individual vendors that there continues to be more applicants interested in locating along this portion of 85<sup>th</sup> Avenue than there are sites available. Therefore, the only fair and equitable way to move forward is to select the sites by lottery among the four vendors that have applied. This is a transparent and equal way to issue the location sites, as staff has been saying from the beginning of this process.

While there will be a lottery, the City will also recognize that each of the four vendors has a history of vending at 85<sup>th</sup> Avenue, and as such, the City will accommodate the past vending history of each vendor in the conduct of the lottery.

Here is how it will work:

1. All four vendors will meet at City offices.
2. Each of the four vendors will receive one lottery ticket.
3. In addition, for every year that a vendor can prove that they personally operated a food business in front of the DMV, and held Oakland Business Tax Certificates and Alameda County Environmental Health Certificates throughout that time, they will be given an additional lottery number.
4. All the numbers will be mixed, and randomly selected. The vendor whose number is chosen first will have first choice of the six locations. Numbers will be chosen until each of the four vendors have a dedicated site.
5. Vendors will return to the Bureau of Planning within the next week to pay their remaining application fees, and receive their Vehicular Food Vending permit.

An example of #3 is that a vendor brings documentation that they have 5 years, for instance, of Oakland Business Tax Certificates and County Health permits. That vendor would receive one lottery number for participating, and 5 additional numbers for each year of proven vending, for a total of six numbers.

Is everyone available this **Friday, April 7<sup>th</sup>, at 4pm** to conduct this lottery?

Sincerely,

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 |Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538| Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)



## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Friday, April 07, 2017 11:47 AM  
**To:** [REDACTED]  
**Subject:** 85th Avenue Food Vendors meeting--Friday, April 14th, 4pm

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**From:** pamela.laplacita [mailto:[REDACTED]]  
**Sent:** Friday, April 07, 2017 8:22 AM  
**To:** Reiff, Devan  
**Subject:** Re: 85th Avenue Food Vendors meeting--Friday, April 7th

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Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 4/6/17 10:04 AM (GMT-08:00)  
**To:** "Manasse, Edward" <[EManasse@oaklandnet.com](mailto:EManasse@oaklandnet.com)>  
**Subject:** 85th Avenue Food Vendors meeting--Friday, April 7th

To the vendors who have applied for locations on 85<sup>th</sup> Avenue:

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While there will be a lottery, the City will also recognize that each of the four vendors has a history of vending at 85<sup>th</sup> Avenue, and as such, the City will accommodate the past vending history of each vendor in the conduct of the lottery.

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## Reiff, Devan

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**From:** pamelalaplacita <[REDACTED]>  
**Sent:** Friday, April 07, 2017 8:22 AM  
**To:** Reiff, Devan  
**Subject:** Re: 85th Avenue Food Vendors meeting--Friday, April 7th

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----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 4/6/17 10:04 AM (GMT-08:00)  
**To:** "Manasse, Edward" <[EManasse@oaklandnet.com](mailto:EManasse@oaklandnet.com)>  
**Subject:** 85th Avenue Food Vendors meeting--Friday, April 7th

To the vendors who have applied for locations on 85<sup>th</sup> Avenue:

- Gulam Jailani
- Rosa and Ulysses Guzman (care of Pamela Smith)
- Osvaldo and Arturo Moreno (care of Susana Moreno)
- Jose Anyarin

After discussion with each of the vendors, hearing their concerns about how the City will issue the locations for permitted vending, staff has decided that more vending site options on 85<sup>th</sup> Avenue should be included than were previously discussed. Please see the attached map for the new vending locations. There are now six potential vending locations.

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available. Therefore, the only fair and equitable way to move forward is to select the sites by lottery among the four vendors that have applied. This is a transparent and equal way to issue the location sites, as staff has been saying from the beginning of this process.

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Is everyone available this **Friday, April 7<sup>th</sup>, at 4pm** to conduct this lottery?

Sincerely,

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## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Thursday, April 06, 2017 10:05 AM  
**To:** Manasse, Edward  
**Subject:** 85th Avenue Food Vendors meeting--Friday, April 7th  
**Attachments:** 85th Avenue vending locations\_4.5.17.pdf

To the vendors who have applied for locations on 85<sup>th</sup> Avenue:

- Gulam Jailani
- Rosa and Ulysses Guzman (care of Pamela Smith)
- Osvaldo and Arturo Moreno (care of Susana Moreno)
- Jose Anyarin

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While there will be a lottery, the City will also recognize that each of the four vendors has a history of vending at 85<sup>th</sup> Avenue, and as such, the City will accommodate the past vending history of each vendor in the conduct of the lottery.

Here is how it will work:

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Is everyone available this Friday, April 7<sup>th</sup>, at 4pm to conduct this lottery?

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Six spaces / four vendors:

- A. DMV #1
- B. DMV #2
- C. DMV #3
- D. Near Hotel side yard, 200' from site C
- E. Near Alameda County Social Services; or
- F. Near Enterprise Way intersection
- *City would paint a crosswalk at intersection with Edes*

85<sup>th</sup> Avenue Food Vending locations





## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Wednesday, April 05, 2017 6:01 PM  
**To:** Manasse, Edward  
**Subject:** 85th Avenue Food Vendors meeting--Friday, April 7th  
**Attachments:** 85th Avenue vending locations\_4.5.17.pdf

To the vendors who have applied for locations on 85<sup>th</sup> Avenue:

Gulam Jailani (g.jailani@oaklandnet.com); Pamela Smith (p.smith@oaklandnet.com); [REDACTED]  
[REDACTED]; [REDACTED]

After discussion with each of the vendors, hearing their concerns about how the City will issue the locations for permitted vending, staff decided that more vending sites on 85<sup>th</sup> Avenue should be included than were previously discussed. Please see the attached map for the new vending locations. There are now six vending locations.

It is also decided that selecting the sites will be done by a random, blind lottery among the four vendors attending. This is a transparent and equal way to issue the location sites, as staff has been saying from the beginning of this process.

While there will be a lottery, the City will also recognize that each of the four vendors has a history of vending at 85<sup>th</sup> Avenue, and as such, the City will accommodate the past vending history of each vendor in the conduct of the lottery.

Here is how it will work:

1. All four vendors will meet at City offices.
2. Each of the four vendors will receive one lottery ticket.
3. In addition, for every year that a vendor can prove a City of Oakland Business Tax Certificate, and an Alameda County Health permit, an additional ticket will be given to that vendor.
4. All the numbers will be mixed, and randomly selected by one of the vendors. The vendor whose number is chosen first will have first choice of the six locations. Numbers will be chosen until each of the four vendors have a dedicated site.
5. Vendors will return to the Bureau of Planning within the next week to pay their remaining application fees, and receive their Vehicular Food Vending permit.

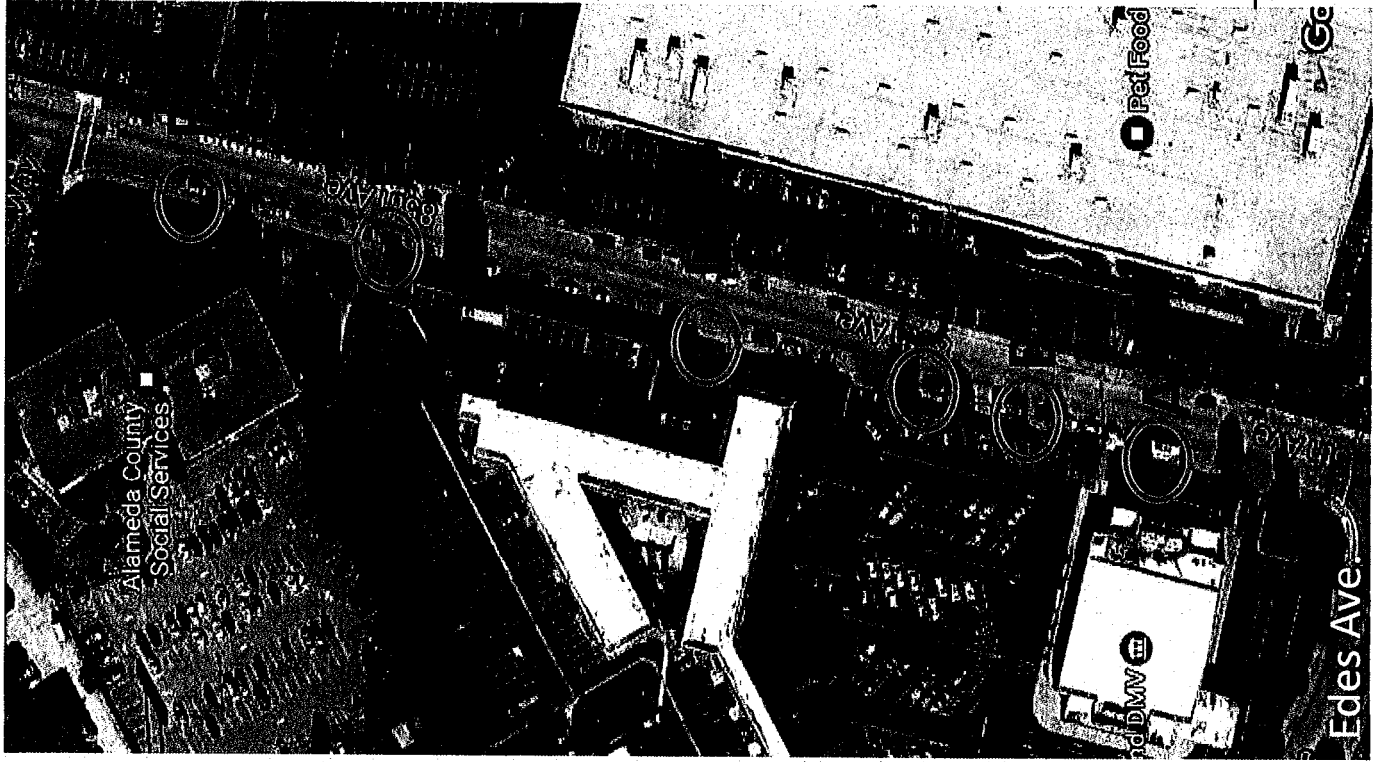
An example of #3 is that a vendor brings documentation that they have 5 years of Oakland Business Tax Certificates, and County Health permits. That vendor receives one lottery number for participating, and 5 additional numbers for each year of proven vending, for a total of six numbers.

Is everyone available this Friday, April 7<sup>th</sup>, at 4pm to conduct this lottery?

Sincerely,

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)





Six spaces / four vendors:

A. DMV #1

B. DMV #2

C. DMV #3

D. Near Hotel side yard, 200' from site C

E. Near Alameda County Social Services; or

F. Near Enterprise Way intersection

- *City would paint a crosswalk at intersection with Edes*

## 85<sup>th</sup> Avenue Food Vending locations





**Reiff, Devan**

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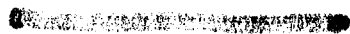
**From:** Reiff, Devan  
**Sent:** Tuesday, March 14, 2017 10:00 AM  
**To:** Pamela Smith ([REDACTED])  
**Subject:** Please distribute to food vendors  
**Attachments:** March 10 letter to food vendors\_(EN.SP) (2).docx

Pamela, here is a letter which was sent by mail to each food vendor in Alameda County's Environmental Health permit database. But some of the pushcart community represented by La Placita might not receive it. Would you please circulate it to La Placita tenants and other mobile food owners? Thank you.

Also, would you call me at your convenience? I have a question for Marlene Guzman which I'd like to ask you.

--Devan

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## Message to all Oakland mobile food vendors

March 10, 2017

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The City of Oakland wants to provide more opportunity for food vendors to bring additional food choices to under-served areas. City staff are working with the public and the vending community on a new program for permitting food vending in Oakland to replace the current programs. These changes will affect owners and operators of food trucks, trailers, pushcarts and stationary carts.

The main changes proposed in the food vending program are:

1. Allow food vending citywide, on private property in areas of the City where it is currently not permitted, including parts of Downtown, North Oakland and West Oakland
2. Designate street parking spaces where food vending will be permitted
3. Allow "group sites" of two or more vendors to vend together in areas of the City where it is currently not permitted (portions of Central and East Oakland neighborhoods).
4. Improve enforcement in order to reduce the number of un-permitted vendors in Oakland neighborhoods.

For more information on the proposed changes, visit [www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending).

We need your input on selecting the locations of the designated parking spaces on streets throughout Oakland. Visit [www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending) and use the Google Map tool to show where you thinking designated food vending spaces should be located.

You can also share your comments at the Oakland City Council public hearing, starting at 6:30 p.m. on **Tuesday, March 21, 2017** in Oakland City Hall, Council Chambers, 1 Frank H. Ogawa Plaza. Spanish-language interpretation will be provided at the meeting. This is the second of three public hearings the City Council is expected to hold on the proposal, to consider adoption.

For hard copies of all documents, or to send comments or suggestions, please contact Devan Reiff, AICP, at [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) or (510) 238-3550 or via mail to City of Oakland Planning Bureau, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612



CITY OF OAKLAND

Mensaje a los vendedores ambulantes de  
alimentos de Oakland  
10 de marzo de 2017

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La Ciudad de Oakland quiere hacer la venta ambulante de alimentos más fácil, para proveer más oportunidad económica a pequeños negocios y traer más opciones de comida a áreas donde no hay. El personal de la Ciudad está trabajando con el público y la comunidad de vendedores ambulantes en un nuevo programa que sustituirá los programas de Venta Ambulante de Alimentos actuales. Estos cambios afectaran a dueños y operadores de camiones, carritos y puestos de alimentos.

Los principales cambios propuestos para el programa de vendedores ambulantes de alimentos serán:

1. Permitir la Venta Ambulante de Alimentos en lotes privados en ciertas áreas comerciales e industriales, incluyendo áreas en el Centro, Norte y Oeste de Oakland.
2. Designar espacios en las calles de Oakland, donde se permitirá la Venta Ambulante de Alimentos.
3. Permitir "lugares para grupos" ("Group Sites") de dos o más vendedores que se organicen en los Distritos 5, 6 y 7.
4. Reducir el número de vendedores ambulantes sin permiso en Fruitvale y otros vecindarios en el Centro y Este de Oakland al crear distancias entre vendedores y abriendo otras áreas donde se permita la venta ambulante de alimentos.

Para más información sobre los cambios propuestos visite [www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending).

Necesitamos su opinión para seleccionar los lugares de estacionamiento designados en calles de Oakland. Visite [www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending) y use el mapa de Google para mostrar donde cree usted que deberían estar los espacios designados para vendedores ambulantes de alimentos.

Usted puede compartir sus comentarios durante la audiencia de la Comisión de Planificación de Oakland que iniciara a las 6:30pm el **martes 21 de marzo del 2017** en Ayuntamiento (City Hall) Salón 1, Frank H Ogawa Plaza. Se proveerá interpretación en español. Este es el segundo de tres audiencias públicas que el Ayuntamiento de la Ciudad de Oakland tendrá para considerar la adopción.

Para copias de todos los documentos, o para enviar comentarios o sugerencias, por favor contacte a Devan Reiff, AICP enviando un correo electrónico a [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) o llame al (510) 238-3550 o envíe una carta al City of Oakland Planning Bureau, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612.

**Reiff, Devan**

---

**From:** Reiff, Devan  
**Sent:** Friday, March 03, 2017 5:27 PM  
**To:** 'Pamela Smith'  
**Subject:** RE: 85th Avenue vending meeting

Please bring a "no Loitering" sign, or show me a photo that a No Loitering sign is affixed to the cart.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [mailto: [REDACTED]]  
**Sent:** Friday, March 03, 2017 1:36 PM  
**To:** Reiff, Devan  
**Subject:** Re: 85th Avenue vending meeting

Hey Devan,

I just got the bathroom agreement signed by a near by business. thank you for allowing me to email it I was actually on my way to your office after picking up my toddler. (lol so you made it super easy!)

Yes I have march 6th marked down in the calendar, 330 is fine.

Let me know if there is anything else I can do.

On Fri, Mar 3, 2017 at 1:07 PM, Reiff, Devan <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)> wrote:

Pamela, did you receive the City's letter, and were you going to bring in the remaining documents needed (I think it was the bathroom permission)? You can email them to me if you prefer, I will put them in the file.

I am confirming with each of the vendors who had remaining documents pending with the City.

[REDACTED]

Will you and Ms. Guzman be attending the lottery on Monday, March 6<sup>th</sup>, at 3:30 p.m.? At the East Oakland Sports Center?

Regards,

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**From:** Pamela Smith [mailto: [REDACTED]]  
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Pamela, a meeting with the 85th Avenue vendors has been scheduled for 4-5pm on Tuesday, February 14th, at the East Oakland Sports Center, 9161 Edes Avenue, in the "Party" room. Please confirm if you and the owners of Marlene's Fruits cart can attend.

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**From:** pamelalaplacita [mailto: [REDACTED]]  
**Sent:** Monday, February 06, 2017 4:51 PM

**To:** Reiff, Devan  
**Subject:** RE: 85th Avenue vending meeting

Ok 4 pm on valentine's day it is.

Date: 2/6/17 4:00 PM (GMT-08:00)

To: "pamela.laplacita" <[pamela.laplacita@gmail.com](mailto:pamela.laplacita@gmail.com)>

Subject: RE: 85th Avenue vending meeting


The meeting tomorrow is being rescheduled for next Tuesday, February 14<sup>th</sup>. Is 4-5pm a time that will work for you and Marlene? Location is still being confirmed.

Please let Marlene know there will not be a meeting, tomorrow.

Thanks.

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**Sent:** Monday, February 06, 2017 4:09 PM

**To:** Reiff, Devan

**Subject:** RE: 85th Avenue vending meeting

Can we schedule it during the day before 2?

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

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Date: 2/3/17 4:10 PM (GMT-08:00)

To: "Pamela Smith ([p.smith@laplacitakitchen.com](mailto:p.smith@laplacitakitchen.com))" <[p.smith@laplacitakitchen.com](mailto:p.smith@laplacitakitchen.com)>

Subject: 85th Avenue vending meeting

Pamela, I'm attempting to secure meeting space for the meeting of the 85<sup>th</sup> Avenue vendors. Would you and Marlene be available next Tuesday, February 7<sup>th</sup>, from 3-4pm? The meeting location is still being determined, but will be in the 85<sup>th</sup> Avenue area.

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Pamela Smith

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**Subject:** RE: 85th Avenue vending meeting

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**Reiff, Devan**

---

**From:** Reiff, Devan  
**Sent:** Friday, March 03, 2017 2:40 PM  
**To:** 'Pamela Smith'  
**Subject:** RE: 85th Avenue vending meeting

Ok, got it. If there is anything more needed, I'll let you know. See you Monday.

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Pamela Smith

[REDACTED]

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## Reiff, Devan

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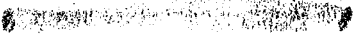
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Thanks.

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**From:** pamela.laplacita [mailto: [REDACTED]]  
**Sent:** Monday, February 06, 2017 7:55 AM  
**To:** Reiff, Devan  
**Subject:** RE: 85th Avenue vending meeting

If we can do it closer to 4 that would work best for me. So I can pick my kids up from school

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

**Date:** 2/3/17 4:10 PM (GMT-08:00)

**To:** "Pamela Smith [REDACTED]" [REDACTED]

**Subject:** 85th Avenue vending meeting

Pamela, I'm attempting to secure meeting space for the meeting of the 85<sup>th</sup> Avenue vendors. Would you and Marlene be available next Tuesday, February 7<sup>th</sup>, from 3-4pm? The meeting location is still being determined, but will be in the 85<sup>th</sup> Avenue area.

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--

Pamela Smith



4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>

--

Pamela Smith



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Oakland, Ca 94601

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11-11-11

11-11-11

## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Friday, March 03, 2017 1:07 PM  
**To:** 'Pamela Smith'  
**Subject:** RE: 85th Avenue vending meeting

Pamela, did you receive the City's letter, and were you going to bring in the remaining documents needed (I think it was the bathroom permission)? You can email them to me if you prefer, I will put them in the file.

I am confirming with each of the vendors who had remaining documents pending with the City.

Will you and Ms. Guzman be attending the lottery on Monday, March 6<sup>th</sup>, at 3:30 p.m.? At the East Oakland Sports Center?

Regards,

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [mailto:pamela.laplacita@gmail.com]  
**Sent:** Thursday, February 09, 2017 8:50 AM  
**To:** Reiff, Devan  
**Subject:** Re: 85th Avenue vending meeting

Yes we will be there.

On Wed, Feb 8, 2017 at 2:48 PM, Reiff, Devan <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)> wrote:

Pamela, a meeting with the 85th Avenue vendors has been scheduled for 4-5pm on Tuesday, February 14th, at the East Oakland Sports Center, 9161 Edes Avenue, in the "Party" room. Please confirm if you and the owners of Marlene's Fruits cart can attend.

--Devan

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**From:** pamelalaplacita [mailto:pamelalaplacita@gmail.com]

**Sent:** Monday, February 06, 2017 4:51 PM

**To:** Reiff, Devan

**Subject:** RE: 85th Avenue vending meeting

Ok 4 pm on valentine's day it is.

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <DReiff@oaklandnet.com>

**Date:** 2/6/17 4:23 PM (GMT-08:00)

**To:** "pamelalaplacita" [mailto:pamelalaplacita@gmail.com]

**Subject:** RE: 85th Avenue vending meeting

I thought 4pm was better for you? Ed needs to join us, and he's only free that day from 3:30 pm onwards. I could consider 3:30 if it meant you and Marlene couldn't attend otherwise. The intention is to have all the vendors at one meeting.

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**From:** pamelalaplacita [mailto:pamelalaplacita@gmail.com]

**Sent:** Monday, February 06, 2017 4:09 PM

**To:** Reiff, Devan

**Subject:** RE: 85th Avenue vending meeting

Can we schedule it during the day before 2?

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 2/6/17 4:00 PM (GMT-08:00)

To: "pamela.laplacita" <


Subject: RE: 85th Avenue vending meeting  


The meeting tomorrow is being rescheduled for next Tuesday, February 14<sup>th</sup>. Is 4-5pm a time that will work for you and Marlene? Location is still being confirmed.

Please let Marlene know there will not be a meeting, tomorrow.

Thanks.

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From: pamela.laplacita [mailto:  
Sent: Monday, February 06, 2017 7:55 AM

**To:** Reiff, Devan  
**Subject:** RE: 85th Avenue vending meeting

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From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 2/3/17 4:10 PM (GMT-08:00)

To: "Pamela Smith ([REDACTED])" <[pamela.smith@oaklandnet.com](mailto:pamela.smith@oaklandnet.com)>

Subject: 85th Avenue vending meeting

Pamela, I'm attempting to secure meeting space for the meeting of the 85<sup>th</sup> Avenue vendors. Would you and Marlene be available next Tuesday, February 7<sup>th</sup>, from 3-4pm? The meeting location is still being determined, but will be in the 85<sup>th</sup> Avenue area.

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--

Pamela Smith  
(510) 927-1605



## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Friday, February 24, 2017 4:22 PM  
**To:** Pamela Smith (p.smith@oaklandnet.com)  
**Subject:** 85th Avenue vending meeting  
**Attachments:** 85th Avenue Food Vending locations.pdf

Pamela, the City will be holding a lottery to choose which vendors are assigned one of the four vending spaces on 85th Avenue, on Monday, March 6th, starting at 3:30 p.m. The location will be the same, the Pool Room at the East Oakland Sports Center. If there is a reason you or Ms. Guzman can not attend, please let me know. It will be important to have the cart owner at the meeting, or her brother with a signed letter stating that he is representing her.

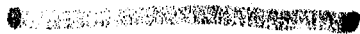
Also, I sent in the mail today a letter indicating what documents were still needed for their application to be considered. I sent you a copy, as well. These are the same documents that were discussed on the day you applied for Ms. Guzman. Please have those materials to me or a Planner at the Planning and Zoning Counter by 4pm next Friday, March 3rd.

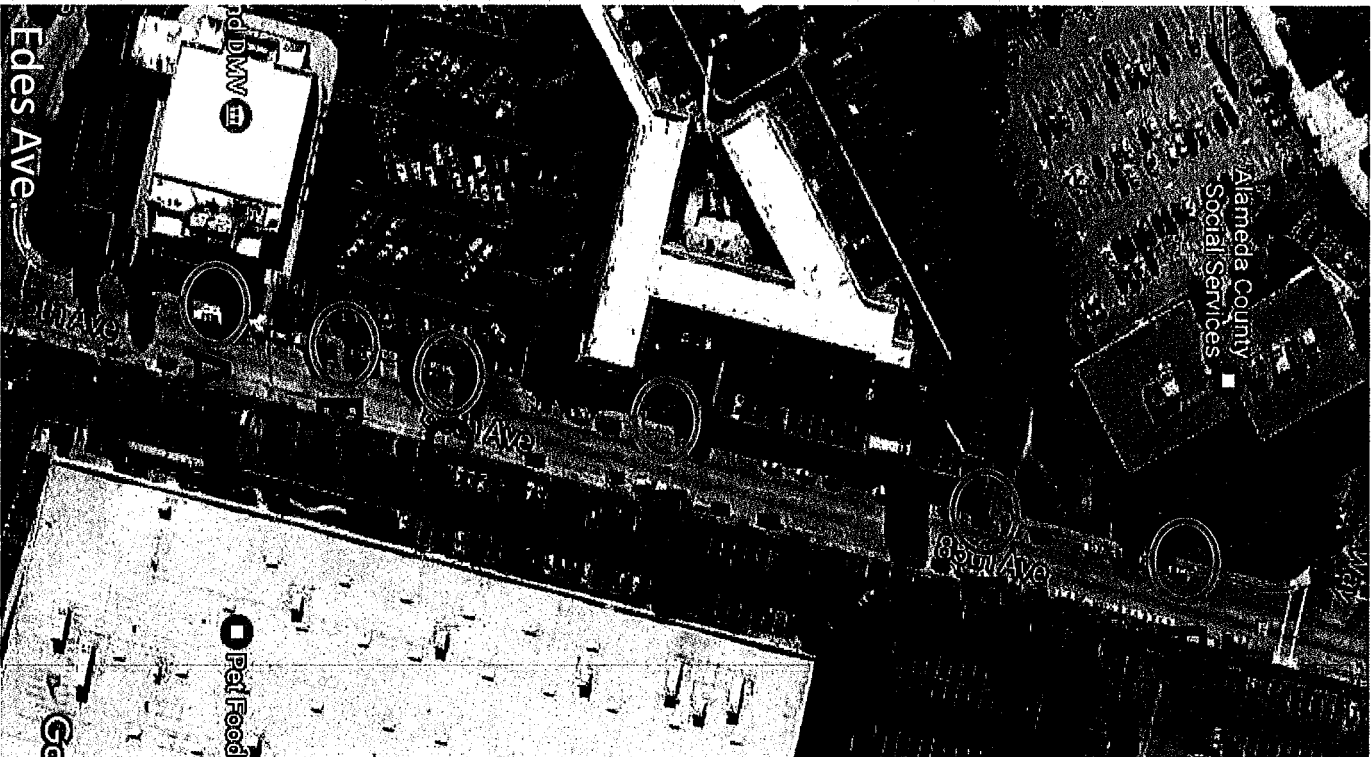
In order to participate in the lottery, all applicants must bring to the City the required forms, photos and materials which are listed on the application form.

Attached is the map of the locations that the City will be issuing permits for.

Regards,

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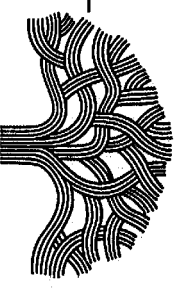




Six spaces / four vendors:

- A. DMV #1
- B. DMV #2
- C. DMV #3
- D. Near Hotel side yard, 200' from site C
- E. Near Alameda County Social Services; or
- F. Near Enterprise Way intersection
- *City would paint a crosswalk at intersection with Edes*

85<sup>th</sup> Avenue Food Vending locations



CITY OF OAKLAND



## Reiff, Devan

---

**From:** Pamela Smith <[REDACTED]>  
**Sent:** Thursday, February 09, 2017 8:50 AM  
**To:** Reiff, Devan  
**Subject:** Re: 85th Avenue vending meeting

Yes we will be there.

On Wed, Feb 8, 2017 at 2:48 PM, Reiff, Devan <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)> wrote:

Pamela, a meeting with the 85th Avenue vendors has been scheduled for 4-5pm on Tuesday, February 14th, at the East Oakland Sports Center, 9161 Edes Avenue, in the "Party" room. Please confirm if you and the owners of Marlene's Fruits cart can attend.

--Devan

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**From:** pamela.laplacita [mailto:[REDACTED]]  
**Sent:** Monday, February 06, 2017 4:51 PM

**To:** Reiff, Devan  
**Subject:** RE: 85th Avenue vending meeting

Ok 4 pm on valentine's day it is.

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 2/6/17 4:23 PM (GMT-08:00)

To: "pamela.laplacita" <[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)>

Subject: RE: 85th Avenue vending meeting

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**From:** pamela.laplacita [<mailto:pamela.laplacita@oaklandnet.com>]  
**Sent:** Monday, February 06, 2017 4:09 PM  
**To:** Reiff, Devan  
**Subject:** RE: 85th Avenue vending meeting

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Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Wednesday, February 08, 2017 2:48 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: 85th Avenue vending meeting

Pamela, a meeting with the 85th Avenue vendors has been scheduled for 4-5pm on Tuesday, February 14th, at the East Oakland Sports Center, 9161 Edes Avenue, in the "Party" room. Please confirm if you and the owners of Marlene's Fruits cart can attend.

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**From:** pamela.laplacita [mailto:[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)]  
**Sent:** Monday, February 06, 2017 4:51 PM  
**To:** Reiff, Devan  
**Subject:** RE: 85th Avenue vending meeting

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**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 2/6/17 4:23 PM (GMT-08:00)  
**To:** "pamela.laplacita" <[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)>  
**Subject:** RE: 85th Avenue vending meeting

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**From:** pamelalaplacita [mailto:pamelalaplacita@gmail.com]  
**Sent:** Monday, February 06, 2017 4:09 PM  
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**Date:** 2/6/17 4:00 PM (GMT-08:00)

**To:** "pamelalaplacita" <pamelalaplacita@gmail.com>

**Subject:** RE: 85th Avenue vending meeting

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Please let Marlene know there will not be a meeting, tomorrow.

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**From:** pamelalaplacita [mailto: [REDACTED]]  
**Sent:** Monday, February 06, 2017 7:55 AM  
**To:** Reiff, Devan  
**Subject:** RE: 85th Avenue vending meeting

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**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

**Date:** 2/3/17 4:10 PM (GMT-08:00)

**To:** "Pamela Smith ([REDACTED])" <[REDACTED]>

**Subject:** 85th Avenue vending meeting

Pamela, I'm attempting to secure meeting space for the meeting of the 85<sup>th</sup> Avenue vendors. Would you and Marlene be available next Tuesday, February 7<sup>th</sup>, from 3-4pm? The meeting location is still being determined, but will be in the 85<sup>th</sup> Avenue area.

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[REDACTED]

[REDACTED] [REDACTED]

**Reiff, Devan**

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**From:** pamelalaplacita [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
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Subject: 85th Avenue vending meeting

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Subject: RE: 85th Avenue vending meeting

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Subject: 85th Avenue vending meeting

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--  
Pamela Smith

(E [REDACTED])

4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>



**Reiff, Devan**

---

**From:** Reiff, Devan  
**Sent:** Monday, February 06, 2017 4:24 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: 85th Avenue vending meeting

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**Date:** 2/3/17 4:10 PM (GMT-08:00)

**To:** "Pamela Smith (p [REDACTED])" < [REDACTED]@oaklandnet.com>

**Subject:** 85th Avenue vending meeting

Pamela, I'm attempting to secure meeting space for the meeting of the 85<sup>th</sup> Avenue vendors. Would you and Marlene be available next Tuesday, February 7<sup>th</sup>, from 3-4pm? The meeting location is still being determined, but will be in the 85<sup>th</sup> Avenue area.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Monday, February 06, 2017 4:00 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: 85th Avenue vending meeting

The meeting tomorrow is being rescheduled for next Tuesday, February 14<sup>th</sup>. Is 4-5pm a time that will work for you and Marlene? Location is still being confirmed.

Please let Marlene know there will not be a meeting, tomorrow.

Thanks.

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---

**From:** pamela.laplacita [mailto:REDACTED]  
**Sent:** Monday, February 06, 2017 7:55 AM  
**To:** Reiff, Devan  
**Subject:** RE: 85th Avenue vending meeting

If we can do it closer to 4 that would work best for me. So I can pick my kids up from school

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 2/3/17 4:10 PM (GMT-08:00)  
**To:** "Pamela Smith" (REDACTED)  
**Subject:** 85th Avenue vending meeting

Pamela, I'm attempting to secure meeting space for the meeting of the 85<sup>th</sup> Avenue vendors. Would you and Marlene be available next Tuesday, February 7<sup>th</sup>, from 3-4pm? The meeting location is still being determined, but will be in the 85<sup>th</sup> Avenue area.

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## Reiff, Devan

---

**From:** Pamela Smith <[REDACTED]>  
**Sent:** Saturday, February 04, 2017 10:08 AM  
**To:** Reiff, Devan  
**Subject:** Re: 85th Avenue vending meeting

yes just let me know when and where

On Fri, Feb 3, 2017 at 4:10 PM, Reiff, Devan <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)> wrote:

Pamela, I'm attempting to secure meeting space for the meeting of the 85<sup>th</sup> Avenue vendors. Would you and Marlene be available next Tuesday, February 7<sup>th</sup>, from 3-4pm? The meeting location is still being determined, but will be in the 85<sup>th</sup> Avenue area.

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--

Pamela Smith

[REDACTED]  
4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>

[REDACTED]

[REDACTED]

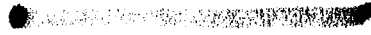
**Reiff, Devan**

---

**From:** Reiff, Devan  
**Sent:** Friday, February 03, 2017 4:10 PM  
**To:** Pamela Smith ([REDACTED])  
**Subject:** 85th Avenue vending meeting

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## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Wednesday, January 25, 2017 3:37 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: Dmv application

Take your time.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** pamela.laplacita [mailto:[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)]  
**Sent:** Wednesday, January 25, 2017 3:10 PM  
**To:** Reiff, Devan  
**Subject:** RE: Dmv application

I may be a few moments late. Im am so sorry

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 1/25/17 9:54 AM (GMT-08:00)  
**To:** "pamela.laplacita" <[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)>  
**Subject:** RE: Dmv application

I changed the meeting to 3:30, today. Please meet us in the reception room at our office, Suite 3315. Thanks.

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**From:** pamela.laplacita [mailto:[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)]  
**Sent:** Wednesday, January 25, 2017 9:46 AM  
**To:** Reiff, Devan  
**Subject:** RE: Dmv application

I gill be in the health department. It will take me about an hour for inspection. I can do 330 even 4 or before 2.

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Date: 1/25/17 9:07 AM (GMT-08:00)

To: "pamela.laplacita" <>

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**From:** pamela.laplacita [[mailto:!\[\]\(3211b5d1d968fc1665909b34f9f16010\_img.jpg\)](mailto:pamela.laplacita@oaklandnet.com)]  
**Sent:** Tuesday, January 24, 2017 6:21 PM  
**To:** Reiff, Devan  
**Subject:** RE: Dmv application

Hey devon i already have a 2pm for tomorrow can we do it earlier?

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----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 1/24/17 5:04 PM (GMT-08:00)

To: "pamela.laplacita" <

Subject: RE: Dmv application


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**From:** pamela.laplacita [<mailto:pamela.laplacita@oaklandnet.com>] <

**Sent:** Friday, January 20, 2017 6:22 PM

**To:** Reiff, Devan

**Subject:** RE: Dmv application

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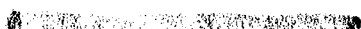
To: "pamela.laplacita" <>

Cc: "Rose, Aubrey" <[ARose@oaklandnet.com](mailto:ARose@oaklandnet.com)>

Subject: RE: Dmv application

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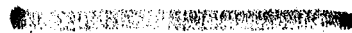
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**From:** pamelalaplacita [mailto: [REDACTED]]  
**Sent:** Friday, January 20, 2017 3:48 PM  
**To:** Reiff, Devan  
**Subject:** Dmv application

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## Reiff, Devan

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**Sent:** Wednesday, January 25, 2017 9:54 AM  
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**Subject:** RE: Dmv application

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**From:** pamela.laplacita [mailto:pa[REDACTED]]  
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[REDACTED]

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**Date:** 1/20/17 5:08 PM (GMT-08:00)

**To:** "pamela.laplacita" <[REDACTED]>

**Cc:** "Rose, Aubrey" <ARose@oaklandnet.com>

**Subject:** RE: Dmv application

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**Sent:** Friday, January 20, 2017 3:48 PM  
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## Reiff, Devan

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**Sent:** Wednesday, January 25, 2017 9:07 AM  
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**Date:** 1/24/17 5:04 PM (GMT-08:00)  
**To:** "pamela.laplacita" <pe.████████████████████>  
**Subject:** RE: Dmv application

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Cc: "Rose, Aubrey" <[ARose@oaklandnet.com](mailto:ARose@oaklandnet.com)>

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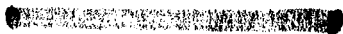
Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

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Just to be clear, nothing in this email suggests that a permit by any applicant for 85<sup>th</sup> Avenue will be approved. The applications made by vendors will be reviewed after January 27<sup>th</sup>. It is unknown at this time how many applications will be made for the limited spaces available on 85<sup>th</sup> Avenue.

--Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

---

**From:** pamela.laplacita [mailto:p[REDACTED]]  
**Sent:** Friday, January 20, 2017 3:48 PM  
**To:** Reiff, Devan [REDACTED]  
**Subject:** Dmv application

I spoke to Aubry he said it would be best to make an appointment for marlene the fruit vendor at the dmv to obtain her permit on friday. I left you a message to see how to show she has been there for a long time. I have a google map image from 2011 if that can qualify.

Sent from my Sprint Samsung Galaxy S7.

[REDACTED]





**Reiff, Devan**

---

**From:** Reiff, Devan  
**Sent:** Friday, January 20, 2017 5:08 PM  
**To:** 'pamela.laplacita'  
**Cc:** Rose, Aubrey  
**Subject:** RE: Dmv application

Pamela, let's talk on Monday. If you have all the documentation ready, you can bring the application in, before next Friday if you prefer, and have it date-stamped; just know that the Planning staff won't take action on any applications before next Friday, the 27<sup>th</sup>. Planning is simply accepting the applications for those 85<sup>th</sup> Avenue vendors who are ready to apply; but because the program doesn't go into effect until Friday, the 27<sup>th</sup>, staff can take no action on any applications received, until Friday, January 27<sup>th</sup>.


A photo from Google in 2011 would be accepted.

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**Sent:** Friday, January 20, 2017 3:48 PM  
**To:** Reiff, Devan  
**Subject:** Dmv application

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Sent from my Sprint Samsung Galaxy S7.

## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Monday, October 10, 2016 5:32 PM  
**To:** Pamela Smith ([REDACTED])  
**Subject:** Group site application

Pamela, I got your voicemail, but it is now too late to call. Good to hear someone wants to start another Group Site in Oakland.

Here are the steps to apply for a group site location. Nancy Marcus in the City Administrator's office/Special Activity permits issues them.

From the website, [www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending):

- **Group Site permits** are issued by the City Administrator's Office (CAO).
- A "Food Vending Group Site" is defined as the stationary operation of **three (3) or more** "mobile food vendors" clustered together on a single private property site, public property site, or within a specific section of public right-of-way.
- Food Vending Group Site Permit Application Form (updated 2-10-12). The City Administrator's Office/Special Activity Permits office
- Schedule Q Insurance Requirement Mobile Food Vendors will also need to meet these insurance requirements.
- Map of Allowable Areas for Group Site Vending (with approved permits)
- List and contact information for Business Improvement Districts (BIDs) and Community Benefit Districts (CBDs)
- Sample Notification of Permit Form. This form is filled out by City Administrator Special Activity Permit staff as part of the application process. A sample is provided for reference.
- Short-term Encroachment Permit Information, FAQ, Application and Petition If you are needing to block streets, like at OMCA Friday night events.

The location can be on private property, or public property (streets) but it must be in Council Districts 1, 2,3 or 4. Locations in East Oakland are not available to group sites at this time. That is one of the things that will be changed in the proposed new regulations.

The applicant can call me directly if they want more information or have more questions.

--Devan

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[REDACTED]

## Reiff, Devan

---

**From:** pamelalaplacita <p[REDACTED]>  
**Sent:** Tuesday, September 27, 2016 2:15 PM  
**To:** Reiff, Devan  
**Subject:** RE: October 5 Planning Commission hearing re-scheduled for December 7th Planning Commission

I will, why the moved to december?

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <DReiff@oaklandnet.com>  
**Date:** 9/27/16 1:55 PM (GMT-08:00)  
**To:** "pamelalaplacita" <p[REDACTED]>  
**Subject:** October 5 Planning Commission hearing re-scheduled for December 7th Planning Commission

Pamela, the October 5<sup>th</sup> public hearing on food vending has been rescheduled to December 7<sup>th</sup> (same time and location). There will not be an October 5<sup>th</sup> public hearing on food vending.

Would you please share this information with LaPlacita's tenants?

Thank you,

Devan

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**From:** pamelalaplacita [mailto:p[REDACTED]]  
**Sent:** Friday, July 22, 2016 5:58 PM  
**To:** Reiff, Devan  
**Subject:** RE: July 28th City of Oakland mobile food vending

Sounds good thanks for all your hard work.

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 7/22/16 5:31 PM (GMT-08:00)

To: "pamela.laplacita" <[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)>

Subject: RE: July 28th City of Oakland mobile food vending

Ok, I'll send out the public announcement.

Have a good weekend.

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**From:** pamela.laplacita [<mailto:pamela.laplacita@oaklandnet.com>]  
**Sent:** Friday, July 22, 2016 5:18 PM  
**To:** Reiff, Devan  
**Subject:** RE: July 28th City of Oakland mobile food vending

Yes 330 shpuld be good.

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 7/22/16 2:50 PM (GMT-08:00)

To: "Pamela Smith ([REDACTED])" <[\[REDACTED\]@gmail.com](mailto:[REDACTED]@gmail.com)>

Subject: RE: July 28th City of Oakland mobile food vending

Pamela, can you confirm that this time will work for some at least some of the vendors in the association? There are concerns that this time is not convenient for the general public. Instead of rescheduling at this time, I'd like to hear back from you first that the time is acceptable for the purpose of meeting with the vendors.

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**From:** Reiff, Devan  
**Sent:** Thursday, July 21, 2016 3:37 PM  
**To:** 'pamela.laplacita'  
**Subject:** July 28th City of Oakland mobile food vending

Pamela, will you please send this announcement to the Association? And would you correct the translated version of the message, if needed, before you send it? I don't have a Spanish-speaker in the office just now to edit it for correct grammar.

The City of Oakland is sponsoring a community meeting on July 28<sup>th</sup>, from 3:30-5:30 p.m., at the Cesar Chavez branch of the Oakland Public Library (3301 East 12th Street, Suite 271) to discuss the proposed mobile food vending program, and the newest changes by the City to the proposal. The meeting is open to the public and all are welcome to attend. Spanish-language interpretation will be available. The Planning Commission hearing on the proposal is on August 3rd, from 6pm, at Oakland City Hall (Hearing Room 1).

La Ciudad de Oakland está patrocinando una reunión comunitaria el 28 de julio, de 3: 30-5: 30, en la sección de Cesar Chavez de la Biblioteca Pública de Oakland (3301 East 12th Street, Suite 271) para discutir el programa propuesto vendedor ambulante de alimentos, y los cambios más recientes de la Ciudad a la propuesta. La reunión está abierta al público y todos son bienvenidos a asistir. Interpretación en español estará disponible. La audiencia de la Comisión de Planificación de la propuesta es el 3 de agosto, a partir de las 6 pm, en Oakland City Hall (Sala de Audiencia 1).

Thanks,

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**From:** pamela.laplacita [mailto:[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)]  
**Sent:** Thursday, July 21, 2016 2:39 PM  
**To:** Reiff, Devan  
**Subject:** RE: Meet with Oakland Food Truck Association?

Sounds good. Just send me the confirmation email and we will start calling pur association.

Sent from my Sprint Samsung Galaxy S7.

-----



**Reiff, Devan**

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**From:** Reiff, Devan  
**Sent:** Tuesday, September 27, 2016 1:56 PM  
**To:** 'pamela.laplacita'  
**Subject:** October 5 Planning Commission hearing re-scheduled for December 7th Planning Commission

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Thank you,  
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**From:** pamela.laplacita [mailto:[pamela.laplacita@gmail.com](mailto:pamela.laplacita@gmail.com)]  
**Sent:** Friday, July 22, 2016 5:58 PM  
**To:** Reiff, Devan  
**Subject:** RE: July 28th City of Oakland mobile food vending

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**Date:** 7/22/16 5:31 PM (GMT-08:00)  
**To:** "pamela.laplacita" <[pamela.laplacita@gmail.com](mailto:pamela.laplacita@gmail.com)>  
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----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

**Date:** 7/22/16 2:50 PM (GMT-08:00)

**To:** "Pamela Smith" ([REDACTED])

**Subject:** RE: July 28th City of Oakland mobile food vending

Pamela, can you confirm that this time will work for some at least some of the vendors in the association? There are concerns that this time is not convenient for the general public. Instead of rescheduling at this time, I'd like to hear back from you first that the time is acceptable for the purpose of meeting with the vendors.

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**From:** pamela.laplacita [mailto:REDACTED]  
**Sent:** Thursday, July 21, 2016 2:39 PM  
**To:** Reiff, Devan  
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[REDACTED]

**Reiff, Devan**

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Date: 7/22/16 2:50 PM (GMT-08:00)

To: "Pamela Smith ([pamela.laplacita@gmail.com](mailto:pamela.laplacita@gmail.com))" <[pamela.laplacita@gmail.com](mailto:pamela.laplacita@gmail.com)>

Subject: RE: July 28th City of Oakland mobile food vending

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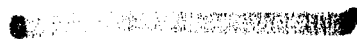
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**Date:** 7/22/16 2:50 PM (GMT-08:00)  
**To:** "Pamela Smith ([REDACTED])" <[REDACTED]>  
**Subject:** RE: July 28th City of Oakland mobile food vending

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**Reiff, Devan**

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**From:** Reiff, Devan  
**Sent:** Friday, July 22, 2016 2:50 PM  
**To:** Pamela Smith (p [REDACTED])  
**Subject:** RE: July 28th City of Oakland mobile food vending

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**Subject:** July 28th City of Oakland mobile food vending

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The City of Oakland is sponsoring a community meeting on July 28<sup>th</sup>, from 3:30-5:30 p.m., at the Cesar Chavez branch of the Oakland Public Library (3301 East 12th Street, Suite 271) to discuss the proposed mobile food vending program, and the newest changes by the City to the proposal. The meeting is open to the public and all are welcome to attend. Spanish-language interpretation will be available. The Planning Commission hearing on the proposal is on August 3rd, from 6pm, at Oakland City Hall (Hearing Room 1).

La Ciudad de Oakland está patrocinando una reunión comunitaria el 28 de julio, de 3: 30-5: 30, en la sección de Cesar Chavez de la Biblioteca Pública de Oakland (3301 East 12th Street, Suite 271) para discutir el programa propuesto vendedor ambulante de alimentos, y los cambios más recientes de la Ciudad a la propuesta. La reunión está abierta al público y todos son bienvenidos a asistir. interpretación en español estará disponible. La audiencia de la Comisión de Planificación de la propuesta es el 3 de agosto, a partir de las 6 pm, en Oakland City Hall (Sala de Audiencia 1).

Thanks,

Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** pamelalaplacita [mailto:[pamelalaplacita@gmail.com](mailto:pamelalaplacita@gmail.com)]

**Sent:** Thursday, July 21, 2016 2:39 PM

**To:** Reiff, Devan

**Subject:** RE: Meet with Oakland Food Truck Association?

Sounds good. Just send me the confirmation email and we will start calling pur association.

Sent from my Sprint Samsung Galaxy S7.

-----

## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Friday, July 22, 2016 5:31 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: July 28th City of Oakland mobile food vending

Ok, I'll send out the public announcement.

Have a good weekend.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** pamela.laplacita [mailto: [REDACTED]]  
**Sent:** Friday, July 22, 2016 5:18 PM  
**To:** Reiff, Devan  
**Subject:** RE: July 28th City of Oakland mobile food vending

Yes 330 shpuld be good.

Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 7/22/16 2:50 PM (GMT-08:00)  
**To:** "Pamela Smith ([REDACTED])" <p[REDACTED]>  
**Subject:** RE: July 28th City of Oakland mobile food vending

Pamela, can you confirm that this time will work for some at least some of the vendors in the association? There are concerns that this time is not convenient for the general public. Instead of rescheduling at this time, I'd like to hear back from you first that the time is acceptable for the purpose of meeting with the vendors.

--Devan

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1. The first part of the document is a list of the names of the persons who were present at the meeting.

2. The second part of the document is a list of the names of the persons who were present at the meeting.

3. The third part of the document is a list of the names of the persons who were present at the meeting.

## Reiff, Devan

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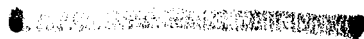
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## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Thursday, July 21, 2016 1:51 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: Meet with Oakland Food Truck Association?

Pamela, I'm selecting July 28, 3:30-5:30, at the Fruitvale Library for the meeting. A week from today. I'll send you a notice shortly which you can send out to the membership. --Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** pamela.laplacita [mailto:[pamela.laplacita@gmail.com](mailto:pamela.laplacita@gmail.com)]  
**Sent:** Tuesday, July 19, 2016 6:18 PM  
**To:** Reiff, Devan  
**Subject:** RE: Meet with Oakland Food Truck Association?

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**Date:** 7/19/16 6:03 PM (GMT-08:00)  
**To:** "pamela.laplacita" <[pamela.laplacita@gmail.com](mailto:pamela.laplacita@gmail.com)>  
**Subject:** RE: Meet with Oakland Food Truck Association?

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If we choose Wednesday, the 27<sup>th</sup>, as you suggest, I'll have to find another venue, since the library closes at 5:30. I could ask the library if they have a 4-5:30pm availability that day, if the vendors could attend a late afternoon meeting; that might be possible.

I'm still inquiring whether there are any competing Council or other community events on either evening.

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**From:** pamela.laplacita [<mailto:pamela.laplacita@gmail.com>]  
**Sent:** Tuesday, July 19, 2016 4:24 PM  
**To:** Reiff, Devan  
**Subject:** RE: Meet with Oakland Food Truck Association?

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Sent from my Sprint Samsung Galaxy S7.

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

**Date:** 7/19/16 3:56 PM (GMT-08:00)

**To:** "pamela.laplacita" <[pamela.laplacita@gmail.com](mailto:pamela.laplacita@gmail.com)>

**Subject:** RE: Meet with Oakland Food Truck Association?

Sure. I can reserve the Cesar Chavez Library community room for an evening. Let me find out what the potential available dates are and run a few by you.

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**From:** pamela.laplacita [mailto: [REDACTED]]  
**Sent:** Tuesday, July 19, 2016 3:48 PM  
**To:** Reiff, Devan  
**Subject:** RE: Meet with Oakland Food Truck Association?

I believe we should change up the location if you are ok with that

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----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 7/19/16 1:46 PM (GMT-08:00)

To: "pamela.laplacita" <>

Subject: Meet with Oakland Food Truck Association?

Pamela, now that staff is close to having a set of revised proposals, what do you suggest is the best way to talk about them with the Oakland Food Truck Association? What is a good contact number or email for Mr. Bueno, Mr. Galindo or the other vendors in the Association leadership?

I'd like to hear your suggestions. I would like to meet or talk with vendors before the 8/3 Planning Commission hearing, if possible.

Thanks,

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**From:** pamela.laplacita [<mailto:pamela.laplacita@oaklandnet.com>] < >

**Sent:** Tuesday, July 12, 2016 3:17 PM

**To:** Reiff, Devan

**Subject:** RE: Planning commission

Thank you. As well i thought per the website it was planned for july 20. I eill update my calendar as well as send out the link

Sent from my Sprint Samsung Galaxy S7.

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From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 7/12/16 3:11 PM (GMT-08:00)

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[www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending).

In the meantime, I've had the (first) proposed ordinance translated into Spanish. I haven't had a chance to send out an email announcement about it, but perhaps you could share this link:

<http://www2.oaklandnet.com/oakca1/groups/ceda/documents/policy/oak059341.pdf>

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**From:** pamela.laplacita [mailto:  
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**To:** Reiff, Devan  
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## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Wednesday, July 20, 2016 3:31 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: Meet with Oakland Food Truck Association?

It is looking like Thursday, July 28<sup>th</sup>, from 4-5:30 pm is the best time, due to other conflicts at the library and with other community events. I'm still confirming with the Council office, but if I get the green light, I'll send out a notice tomorrow, which you can forward to members of the association.

Since the City is sponsoring this meeting, it will be a public meeting, announced on our website, but the agenda will be to go over the specifics of the revised proposal (to anyone who is interested, particularly current vendors).

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If we choose Wednesday, the 27<sup>th</sup>, as you suggest, I'll have to find another venue, since the library closes at 5:30. I could ask the library if they have a 4-5:30pm availability that day, if the vendors could attend a late afternoon meeting; that might be possible.

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**Subject:** Planning commission

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Sent from my Sprint Samsung Galaxy S7.

[REDACTED]

## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Wednesday, July 20, 2016 12:06 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: Meet with Oakland Food Truck Association?

It turns out there is a special City Council meeting on July 26<sup>th</sup> which I didn't know about, so I am strongly considering 8/2, at 6pm for the meeting. I assume that date and time would work for at least some of the vendors?

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**Date:** 7/19/16 3:56 PM (GMT-08:00)

**To:** "pamelalaplacita" < >

**Subject:** RE: Meet with Oakland Food Truck Association?

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**To:** 'pamela.laplacita'  
**Subject:** RE: Meet with Oakland Food Truck Association?

The library is only open late on Tuesdays. My preference is for July 26<sup>th</sup>, from 6-7:30pm, so I can summarize the meeting in the staff report for the Planning Commission; but if that is too soon, then August 2<sup>nd</sup>, the day before the Planning Commission hearing is also available, same time.

If we choose Wednesday, the 27<sup>th</sup>, as you suggest, I'll have to find another venue, since the library closes at 5:30. I could ask the library if they have a 4-5:30pm availability that day, if the vendors could attend a late afternoon meeting; that might be possible.

I'm still inquiring whether there are any competing Council or other community events on either evening.

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**Sent:** Tuesday, July 19, 2016 4:24 PM  
**To:** Reiff, Devan  
**Subject:** RE: Meet with Oakland Food Truck Association?

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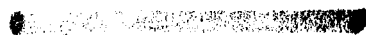
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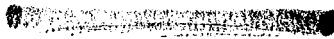
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**Subject:** Planning commission

Good afternooon,  
I just wanted to check in with you and see if there will be any new information to read before this next planning commision.

Sent from my Sprint Samsung Galaxy S7.



## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Thursday, June 02, 2016 11:54 AM  
**To:** 'pamela.laplacita'  
**Subject:** RE: Planning commission clarification

Pamela, the Commissioners voted to have staff return to the Planning Commission with a revised proposal.

The CED and Council dates previously posted will need to be revised. There will not be a CED hearing on June 28<sup>th</sup>. There will not be a July 5<sup>th</sup> Council hearing

I'll send out an email with the revised dates, once they are confirmed.

--Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

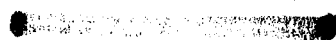
---

**From:** pamela.laplacita [mailto:[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)]  
**Sent:** Thursday, June 02, 2016 7:35 AM  
**To:** Reiff, Devan  
**Subject:** Planning commission clarification

Good morning,

I wasn't able to hear what they voted last night. Was it to bring back to planning or to move forward to Ced and send them the administration notes?

Happy Connecting. Sent from my Sprint Samsung Galaxy S® 5



## Reiff, Devan

---

**From:** Ordaz Salto, Karely  
**Sent:** Friday, March 11, 2016 3:46 PM  
**To:** Reiff, Devan  
**Cc:** Nosakhare, Shereda; Hunt, Michael; Sze, Sun-Kwong (Michael)  
**Subject:** FW: Food Truck Mobile March - Call to ACTION -Monday, 3/14/16  
**Attachments:** March\_Rally Flyer\_final.docx

FYI

*Karely Ordaz Salto*

Special Assistant | Office of the Mayor  
1 Frank Ogawa Plaza 3<sup>rd</sup> Floor Oakland, CA 94612  
Office (510) 238-7340 | Mobile (510) 877-0809

**From:** George Lerma [mailto:[REDACTED]]  
**Sent:** Thursday, March 10, 2016 3:00 PM  
**To:** Gallo, Noel; Guillen, Abel; Ordaz Salto, Karely; Mariano Contreras; Alicia Contreras; Monique Rivera; Juanita Velasquez; Ken Epstein; Ken Espstein  
**Subject:** Fwd: Food Truck Mobile March - Call to ACTION -Monday, 3/14/16

----- Forwarded message -----

**From:** Shelly Garza <[REDACTED]>  
**Date:** Thu, Mar 10, 2016 at 1:35 PM  
**Subject:** Food Truck Mobile March - Call to ACTION -Monday, 3/14/16  
**To:** Shelly Garza <[REDACTED]>

Dear Friend, Please help me distribute the attached flyers. Feel free to contact me if you have any questions.

Thank you,

Shelly Garza  
510-544-9740

## MOBILE MERCHANTS - CALL TO ACTION

As a vibrant & cultural part of this City of Oakland Food Truck Owners have waited long enough.

On Monday, March 14, 2016- Food Truck Owners will no longer allow themselves to be pushed around as easy targets by the City of Oakland. We will not be swept under the rug and continue to be mistreated. "Stop Harassing Us & Let Us WORK"

*"As business owners we are very proud to be part of the Diversity in Oakland. We are tired of waiting for the ordinance to expand; they have kept us in a bubble for 9 years! (District 5, 6, 7 - Pods downtown) that's injustice!" – Mobile Merchant Association Members*

*"In the past we were subjected to crimes against lunch truck owners & employees were victim to robberies, assaults & loss of life. The Mobile Merchants are standing together, "we are taking action"- Says Gabriel Martinez,*

We have stood with Oakland Police to report crimes, now they send sheriffs to close us down! We have tried paying our permits, now they refuse to take our money!

We have been in location for over 10 years, now they send harassing letters to vacate!

We demand respect - We Want ACTION!

## **MARCH & RALLY**

**Monday, March 14, 2016**

**3:00pm to 6:00pm**

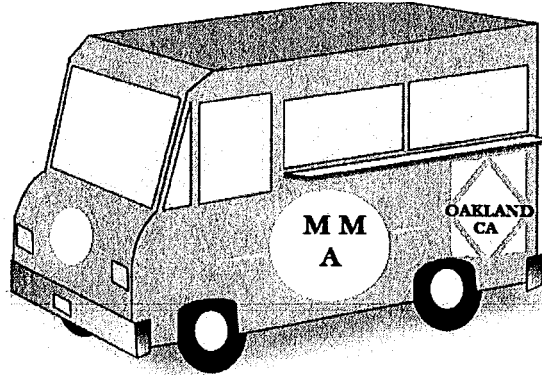
- Mobile March - 3:00 pm - Starts at 46<sup>th</sup> & International
- Rally - 4:30 pm - City Hall Plaza – One Frank Ogawa Plaza – Oakland



# ACTION & RALLY

**Monday, March 14, 2016**

**3:00-6:00pm**



## Support

# The Mobile Merchants in Oakland

Our members will no longer allow themselves to be pushed around as easy targets by the City of Oakland. We will not be swept under the rug and continue to be mistreated!

- **Mobile March Starts @ 46<sup>th</sup> Ave & International Blvd-3:00pm**
- **Rally – Oakland City Hall Plaza - 4:30pm**

For more information contact:

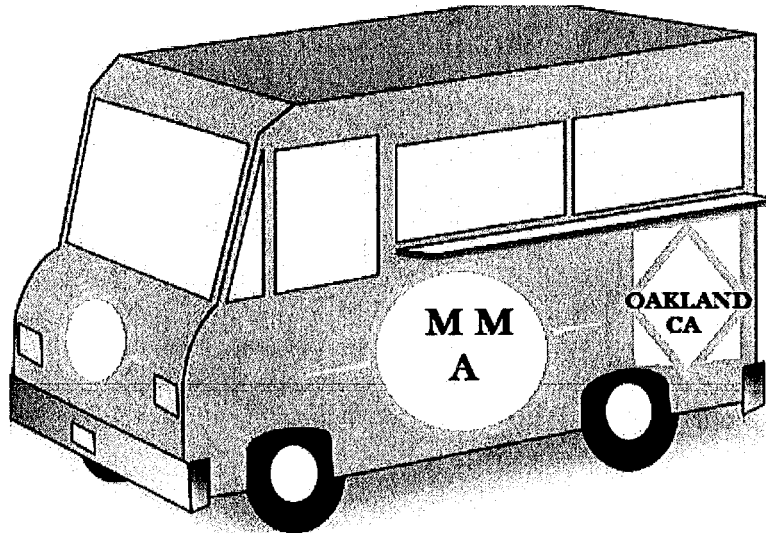
Pamela Smith – 510-927-1605

Shelly Garza -510-544-9740

# DIA DE ACCIÓN y MARCHA

Lunes, Marzo 14, 2016

3:00pm -6:00pm



## Apoye a Los Comerciantes Movibles de Oakland

- Marcha Comienza: en la 46th Ave y International Blvd. 3:00pm
- Acción: City Hall Plaza – Centro de Oakland -4:30pm

Para mas información:

Emilia –467-5688

Tony – 510-6047681

## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Thursday, February 25, 2016 10:59 AM  
**To:** Pamela Smith ([REDACTED])  
**Subject:** FW: KIVA Oakland Big Push! We need your Client Referrals

Pamela, you might want to forward this opportunity to your association, and to your La Placita tenants. "Micro-lending" to mobile food businesses would seem like a perfect fit for what Kiva is attempting to do in Oakland. See below.

Also, I don't yet have a written letter from La Placita (email is fine) about the proposed mobile food regulations. You had a number of specific points that you raised at our meeting recently (late night vending comes to mind). If you want to have a document of LaPlacita's suggestions that goes to the Planning Commission as part of my staff report, than do send me a comment letter. Other organizations have done so.

Regards,

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

---

**From:** Gallo, Aliza  
**Sent:** Thursday, February 25, 2016 9:17 AM  
**To:** Prado (Lederer), Margot; Lautze, Steve; Williams, Keira L.; Raya, Marisa; Kahn, Kelley; Sawicki, Mark; Seal, Zach; Rocha, Maria; Kendall, Brian; Corona, Jose E.; Rogers, Kimani; Gallegos, Larry; Bailey, Ain; Long, Jacqueline; Herrera, Victoria E.; Reiff, Devan; Rose, Aubrey; [aluna@oaklandnet.com](mailto:aluna@oaklandnet.com); Martinez, Ana; Hamilton, Harry  
**Cc:** Brian McKeown; Thomas, Juno; Villarreal, Susana  
**Subject:** KIVA Oakland Big Push! We need your Client Referrals

City Colleagues:

Small businesses and micro enterprises are a key to Oakland's economy as well as provide goods and services to many Oakland neighborhoods, and offer employment and business ownership opportunities to many Oakland residents.

The City of Oakland was the first city in the nation to become a Kiva Trustee and since that time, the City of Oakland has endorsed over 20 Oakland businesses to obtain Kiva Zip loans; the City is recognized as one of the top City Kiva Trustees. A Kiva Zip loan can provide a 0% interest loan up to \$10,000 for small businesses and entrepreneurs to start or grow their business. Kiva Zip loans are crowdfunded on the Kiva website and can be used for many business purposes. Kiva Zip Loans have helped small businesses to start up, build credit and the platform offers an opportunity to market to an international lender community. The application process is simple and a borrower can be online in a few days.

On March 16th, Kiva will host a special event in conjunction with the City of Oakland to announce the launch of Kiva Oakland. Mayor Schaaf and Premal Shah, President of Kiva, will be there to kick off this partnership. Kiva Oakland will support Oakland businesses to be successful by a stronger partnership between the City and Kiva; dedicated Kiva staff support in Oakland; and the City will provide a \$100,000 matching fund for eligible Oakland borrowers.

### ***We need your help!***

We would like to announce 30 new Kiva borrowers at the March 16th event! To accomplish this aggressive goal, we are asking that you contact your business clients about this great financing opportunity; refer businesses to Brian McKeown, Kiva Oakland Coordinator at [brianm@kiva.org](mailto:brianm@kiva.org) or (510) 995-0515. Juno Thomas, Oakland Business Assistance Center staff can also assist. Juno can be reached at (510) 238-4727 or [jthomas@oaklandnet.com](mailto:jthomas@oaklandnet.com). Susana Villarreal, Oakland Business Assistance Center staff can assist with Spanish speaking businesses; Susana can be reached at (510) 238-7794 or [svillarreal@oaklandnet.com](mailto:svillarreal@oaklandnet.com). If other languages are needed, we can arrange for translations services. If you are attending a community or merchant meeting in the next 10 days, please take some flyers and make an announcement about the Kiva Oakland project.

### **You can help Oakland small businesses thrive!**

Please call if any questions. We will bring posters, flyers and information to you for your distribution.

Thank you.

#### **Aliza Gallo**

Economic Development Manager

Economic & Workforce Development Department

City of Oakland

250 Frank Ogawa Plaza

Oakland, CA 94612

(510) 238-7405 office

(510) 774-5264 mobile

[agallo@oaklandnet.com](mailto:agallo@oaklandnet.com)

[www.oaklandnet.com](http://www.oaklandnet.com)

[www.oaklandBAC.com](http://www.oaklandBAC.com)

If you are interested in attending this event to find out more about Kiva Zip, you can register [HERE](#).

You can use a free promo code **KIVAOAKLAND2016** that Kiva has made available to any small business owners if you do not wish to contribute \$25 to the loan fund that will be made available to Oakland-based businesses.

Kiva is also offering clients of SCORE who own businesses that have taken advantage of their platform or are interested in taking out a loan the opportunity to have a table at the event where they can sell in front of 900+ attendees.

If this opportunity interests you, please contact Mr. Spencer Larkin via email at [spencerl@kiva.org](mailto:spencerl@kiva.org) for more details.



**Reiff, Devan**

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**From:** Reiff, Devan  
**Sent:** Tuesday, January 26, 2016 1:25 PM  
**To:** 'emilia@laplacita.com'; Pamela Smith ( [REDACTED] )  
**Subject:** FW: Proposed new Oakland mobile food regulations

I wanted to let you know that the City has released a draft proposal for new mobile food regulations, citywide. Here is the message that went out to the email subscribers interested in mobile food regulations. Would you please forward this message to your LaPlacita vendors, or let them know the proposal is available on the website? The proposal is being translated into Spanish by our Equal Access office, and that version will be posted to the website. Thanks, and I'm available for questions.

The City of Oakland is considering streamlining its rules and regulations for mobile food vending. The City recognizes that, with proper management, food vending can be a great way to encourage walking, add vitality to streets and neighborhoods, and promote local economic development. The City proposes that the current "pilot" program be expanded citywide, to allow food vending in all commercial and industrial areas, with certain buffer distances, and greater enforcement.

Today, the City issued a draft proposal of a citywide food vending permit program. The document is for the public to review. Residents, business owners, mobile food vendors and other community stakeholders can comment on the details of the proposed regulations, in advance of the public hearings on the proposed regulations. Before preparing the draft proposal, the City held four public workshops, and staff presented information at neighborhood groups and organizations, and staff continues to be available to present to groups with an interest in the newly proposed regulations.

To see the draft proposal [click here to read](#). For more information about the City's Food Vending program and proposals, see [www.oaklandnet.com/foodvending](http://www.oaklandnet.com/foodvending)

For questions or comments, please contact project manager Devan Reiff, Bureau of Planning, at [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) or (510) 238-3550

Thank you for your interest in Food Vending in Oakland.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

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**Reiff, Devan**

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**From:** Pamela Smith [REDACTED]  
**Sent:** Tuesday, January 26, 2016 2:04 PM  
**To:** Reiff, Devan  
**Subject:** Re: FW: Proposed new Oakland mobile food regulations

Thank you! We will look it over, we appreciate all your help in this matter!

On Tue, Jan 26, 2016 at 1:25 PM, Reiff, Devan <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)> wrote:

I wanted to let you know that the City has released a draft proposal for new mobile food regulations, citywide. Here is the message that went out to the email subscribers interested in mobile food regulations. Would you please forward this message to your LaPlacita vendors, or let them know the proposal is available on the website? The proposal is being translated into Spanish by our Equal Access office, and that version will be posted to the website. Thanks, and I'm available for questions.

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For questions or comments, please contact project manager Devan Reiff, Bureau of Planning, at [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) or (510) 238-3550

Thank you for your interest in Food Vending in Oakland.

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 |Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538| Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

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Pamela Smith  
(510) 927-1605  
4559 International Blvd.  
Oakland, Ca 94601  
<http://www.laplacitakitchen.com/>

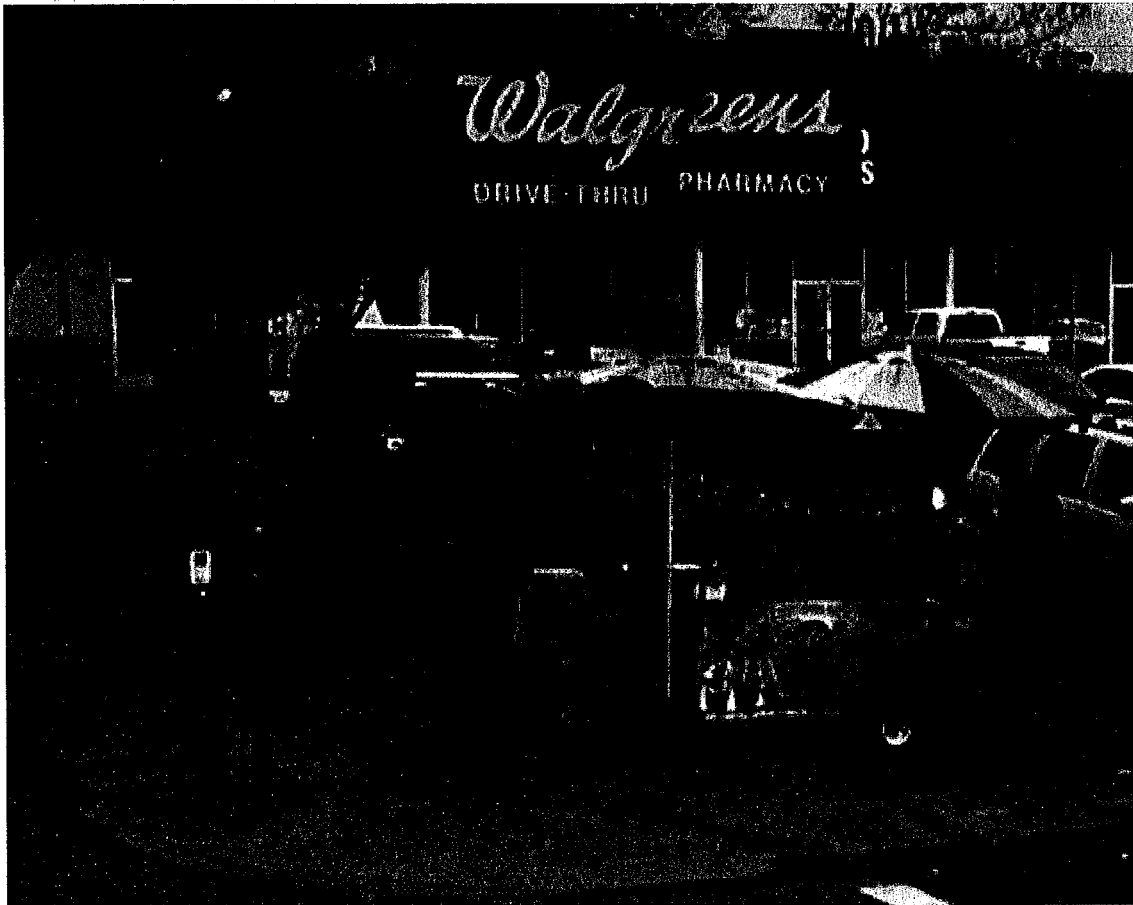
## Reiff, Devan

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**From:** Reiff, Devan  
**Sent:** Tuesday, January 05, 2016 4:09 PM  
**To:** 'Pamela Smith'  
**Subject:** La Placita vendors

Hi Pamela. When you send me your list of La Placita vendors who have City of Oakland permits, can you also tell me how many are traditional pushcart vendors (such as fruit vendors), and how many operate the carts that are hitched to a car and dropped off? I don't need to know specific businesses, but just a subtotal: like this, for example: "15 are traditional pushcarts; 30 are carts which are pulled by a car; 20 are food trucks."

These are the types of carts I'm referring to. This is not what I consider a "pushcart" but I recognize that these types of carts are very common, and I want the proposed regulations to be very specific with the City's definitions of the different types of operations. Such as how much area on a sidewalk is allowed to be covered. Thanks!



Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Reiff, Devan  
**Sent:** Wednesday, December 30, 2015 12:05 PM

**To:** 'Pamela Smith'  
**Subject:** RE: Reminder

Hi—I didn't get the list from the Councilmember's office. Would you email or mail me a copy, whichever is more convenient? This is the list of the La Placita vendors who have City of Oakland food vending and pushcart permits.

I haven't yet posted the ordinance "framework" explaining the rules and regulations of the proposed program yet, to the website. That should happen in the next few weeks. If you are not yet signed up for the email announcement list, you should be, I'll send an announcement to that list:

**To keep informed of upcoming meetings and new Mobile Food Vending information, [click here to subscribe to email updates](#).**

Regards,  
Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [mailto:████████████████████]  
**Sent:** Monday, December 28, 2015 10:33 AM  
**To:** Reiff, Devan  
**Subject:** Re: Reminder

Hi Devon,  
I sent that list over to Noel a few weeks back. As well I have been on the look out for the new ordinance but I can not find it did you already post it?

On Fri, Dec 18, 2015 at 1:46 PM, Reiff, Devan <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)> wrote:

Pamela, as we discussed, please don't forget to send me a list of the LaPlacita vendors who have City of Oakland food vending and pushcart permits. I want to be able to map their locations to show the City Council next year.

Separately, if you had a list of vendors in the Association who had City of Oakland permits, that would be useful too. But you may not have that, the way you have LaPlacita clients.

Regards,  
Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**Reiff, Devan**

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**From:** Pamela Smith <p[REDACTED]>  
**Sent:** Monday, June 22, 2015 9:50 AM  
**To:** Reiff, Devan  
**Subject:** Ozy.com Artical

Good morning Devon

Attached you will find the Ozy article Emilia Spoke about on Friday.

<http://www.ozy.com/provocateurs/who-fuels-your-food-truck/38930>

--

Pamela Smith

[REDACTED]  
4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>



## Reiff, Devan

---

**From:** Reiff, Devan  
**Sent:** Monday, September 14, 2015 5:41 PM  
**To:** 'Pamela Smith'  
**Subject:** RE: Community meeting

We are confirmed. You are at 4559 International, right? And you told me that there is a blank wall where I can run the projector and give the same presentation I made at the other community meetings? Also, for those who need Spanish interpretation, can you provide someone who can do simultaneous translation?

Thanks.

--Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [mailto: [REDACTED]]  
**Sent:** Monday, September 14, 2015 9:30 AM  
**To:** Reiff, Devan  
**Subject:** Re: Community meeting

Good morning,  
Just to confirm we are on for Sept 30th at 6pm at La Placita.

On Thu, Sep 10, 2015 at 6:55 PM, pamela.laplacita < [REDACTED] > wrote:  
No worries make it a public event. I'll notify the association and we will see you on the 30th.

Happy Connecting. Sent from my Sprint Samsung Galaxy S® 5

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 09/10/2015 2:12 PM (GMT-08:00)  
**To:** "pamela.laplacita" < [REDACTED] >  
**Subject:** RE: Community meeting

The 30<sup>th</sup> works, 6pm, at LaPlacita. Thank you for offering.

Could I make this presentation open to the public, and post the notice on our website? I know there were other interested people who couldn't attend the four workshops we held previously, and I'd like to keep giving the opportunity for the public to learn more.

I'll bring a laptop and projector.

--Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** pamelalaplacita [mailto: [REDACTED]]  
**Sent:** Thursday, September 10, 2015 1:48 PM  
**To:** Reiff, Devan  
**Subject:** RE: Community meeting

[REDACTED]

I would open up LA Placita for the meeting. If I could propose the 23rd or the 30th of this month around 6 pm. I think the power point leads to a lot of response so I do have blank walls just do not have a projector. Let me know what works best for you and your team.

[REDACTED]

Happy Connecting. Sent from my Sprint Samsung Galaxy S® 5

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 09/10/2015 9:05 AM (GMT-08:00)  
**To:** Pamela Smith <p [REDACTED]@oaklandnet.com>  
**Subject:** RE: Community meeting


[REDACTED]

I'd be happy to meet with more vendors to discuss mobile food vending proposals. Would the meeting be held at La Placita, or should I arrange for a room here at City Hall (whichever would generate the most participation). Would a day time, or evening meeting be best? I'm flexible. I would like to show some version of the powerpoint presentation which I gave at the community workshops, so I would need to have a room that has a blank wall and is dark enough to present on a screen.

--Devan



Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [mailto:  
**Sent:** Saturday, September 05, 2015 11:40 AM  
**To:** Reiff, Devan  
**Subject:** Community meeting

Hello Devon,

Shelly and I were speaking with other vendors with in La Placita, and they asked if they can schedule a presentation for those who were unable to make it to any of the community meetings. Please let me know what we can schedule this month.

--

Pamela Smith

  
4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>

--

Pamela Smith

  
4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>

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**Reiff, Devan**

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**From:** pamela.laplacita [redacted]  
**Sent:** Thursday, September 10, 2015 6:56 PM  
**To:** Reiff, Devan  
**Subject:** RE: Community meeting

No worries make it a public event. I'll notify the association and we will see you on the 30th.

Happy Connecting. Sent from my Sprint Samsung Galaxy S® 5

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 09/10/2015 2:12 PM (GMT-08:00)  
**To:** "pamela.laplacita" <[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)>  
**Subject:** RE: Community meeting

The 30<sup>th</sup> works, 6pm, at LaPlacita. Thank you for offering.

Could I make this presentation open to the public, and post the notice on our website? I know there were other interested people who couldn't attend the four workshops we held previously, and I'd like to keep giving the opportunity for the public to learn more.

I'll bring a laptop and projector.

--Devan

[redacted]

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**From:** pamela.laplacita [mailto:[pamela.laplacita@oaklandnet.com](mailto:pamela.laplacita@oaklandnet.com)]  
**Sent:** Thursday, September 10, 2015 1:48 PM  
**To:** Reiff, Devan  
**Subject:** RE: Community meeting

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Happy Connecting. Sent from my Sprint Samsung Galaxy S® 5

----- Original message -----

From: "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>

Date: 09/10/2015 9:05 AM (GMT-08:00)

To: Pamela Smith <[p.smith@oaklandnet.com](mailto:p.smith@oaklandnet.com)>

Subject: RE: Community meeting

I'd be happy to meet with more vendors to discuss mobile food vending proposals. Would the meeting be held at La Placita, or should I arrange for a room here at City Hall (whichever would generate the most participation). Would a day time, or evening meeting be best? I'm flexible. I would like to show some version of the powerpoint presentation which I gave at the community workshops, so I would need to have a room that has a blank wall and is dark enough to present on a screen.

--Devan

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [<mailto:p.smith@oaklandnet.com>]

**Sent:** Saturday, September 05, 2015 11:40 AM

**To:** Reiff, Devan

**Subject:** Community meeting

Hello Devon,

Shelly and I were speaking with other vendors with in La Placita, and they asked if they can schedule a presentation for those who were unable to make it to any of the community meetings. Please let me know what we can schedule this month.

--  
Pamela Smith

  
4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>



**Reiff, Devan**

---

**From:** Reiff, Devan  
**Sent:** Thursday, September 10, 2015 2:12 PM  
**To:** 'pamela.laplacita'  
**Subject:** RE: Community meeting

The 30<sup>th</sup> works, 6pm, at LaPlacita. Thank you for offering. [REDACTED]

Could I make this presentation open to the public, and post the notice on our website? I know there were other interested people who couldn't attend the four workshops we held previously, and I'd like to keep giving the opportunity for the public to learn more.

I'll bring a laptop and projector.

--Devan

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---

**From:** pamela.laplacita [mailto:[REDACTED]]  
**Sent:** Thursday, September 10, 2015 1:48 PM  
**To:** Reiff, Devan  
**Subject:** RE: Community meeting

I would open up LA Placita for the meeting. If I could propose the 23rd or the 30th of this month around 6 pm. I think the power point leads to a lot of response so I do have blank walls just do not have a projector. Let me know what works best for you and your team. [REDACTED]

Happy Connecting. Sent from my Sprint Samsung Galaxy S® 5

----- Original message -----  
**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 09/10/2015 9:05 AM (GMT-08:00)  
**To:** Pamela Smith <[REDACTED]>  
**Subject:** RE: Community meeting

I'd be happy to meet with more vendors to discuss mobile food vending proposals. Would the meeting be held at La Placita, or should I arrange for a room here at City Hall (whichever would generate the most participation). Would a day time, or evening meeting be best? I'm flexible. I would like to show some version of the powerpoint presentation which I gave at the community workshops, so I would need to have a room that has a blank wall and is dark enough to present on a screen.

--Devan

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**From:** Pamela Smith [mailto: [REDACTED]]  
**Sent:** Saturday, September 05, 2015 11:40 AM  
**To:** Reiff, Devan  
**Subject:** Community meeting

Hello Devon,

Shelly and I were speaking with other vendors with in La Placita, and they asked if they can schedule a presentation for those who were unable to make it to any of the community meetings. Please let me know what we can schedule this month.

--

Pamela Smith  
[REDACTED]

4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>



## Reiff, Devan


---

**From:** Reiff, Devan  
**Sent:** Thursday, September 10, 2015 9:06 AM  
**To:** 'Pamela Smith'  
**Subject:** RE: Community meeting

I'd be happy to meet with more vendors to discuss mobile food vending proposals. Would the meeting be held at La Placita, or should I arrange for a room here at City Hall (whichever would generate the most participation). Would a day time, or evening meeting be best? I'm flexible. I would like to show some version of the powerpoint presentation which I gave at the community workshops, so I would need to have a room that has a blank wall and is dark enough to present on a screen.

--Devan

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**From:** Pamela Smith [mailto:  
**Sent:** Saturday, September 05, 2015 11:40 AM  
**To:** Reiff, Devan  
**Subject:** Community meeting

Hello Devon,

Shelly and I were speaking with other vendors with in La Placita, and they asked if they can schedule a presentation for those who were unable to make it to any of the community meetings. Please let me know what we can schedule this month.

--

Pamela Smith  
(510) 927-1605  
4559 International Blvd.  
Oakland, Ca 94601  
<http://www.laplacitakitchen.com/>

\_\_\_\_\_

**Reiff, Devan**

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**From:** pamelalaplacita <pamelalaplacita@oaklandnet.com>  
**Sent:** Thursday, September 10, 2015 1:48 PM  
**To:** Reiff, Devan  
**Subject:** RE: Community meeting

I would open up LA Placita for the meeting. If I could propose the 23rd or the 30th of this month around 6 pm. I think the power point leads to a lot of response so I do have blank walls just do not have a projector. Let me know what works best for you and your team.

Happy Connecting. Sent from my Sprint Samsung Galaxy S® 5

----- Original message -----

**From:** "Reiff, Devan" <[DReiff@oaklandnet.com](mailto:DReiff@oaklandnet.com)>  
**Date:** 09/10/2015 9:05 AM (GMT-08:00)  
**To:** Pamela Smith <pamelalaplacita@oaklandnet.com>  
**Subject:** RE: Community meeting

I'd be happy to meet with more vendors to discuss mobile food vending proposals. Would the meeting be held at La Placita, or should I arrange for a room here at City Hall (whichever would generate the most participation). Would a day time, or evening meeting be best? I'm flexible. I would like to show some version of the powerpoint presentation which I gave at the community workshops, so I would need to have a room that has a blank wall and is dark enough to present on a screen.

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**From:** Pamela Smith [<mailto:pamelalaplacita@oaklandnet.com>]  
**Sent:** Saturday, September 05, 2015 11:40 AM  
**To:** Reiff, Devan  
**Subject:** Community meeting

Hello Devon,

Shelly and I were speaking with other vendors with in La Placita, and they asked if they can schedule a presentation for those who were unable to make it to any of the community meetings. Please let me know what we can schedule this month.

--  
Pamela Smith

  
4559 International Blvd.

Oakland, Ca 94601

<http://www.laplacitakitchen.com/>

**Reiff, Devan**

---

**From:** Reiff, Devan  
**Sent:** Monday, July 13, 2015 3:19 PM  
**To:** [REDACTED]  
**Subject:** Oakland Mobile Food Vending -- Public informational hearing on July 14, 2015

Ms. Smith, I don't have Ms. Otero's email address, but I wanted to be sure you both had this announcement about tomorrow's hearing at the Community and Economic Development Committee about mobile food. The informational report will be given by staff, and we are looking to the Council and the public to give us direction on how to improve the food vending program, and how to create a citywide food vending program. Will you please forward this announcement to Ms. Otero, and to the vendors at La Placita, so they will have an opportunity to attend the hearing? If people can not come to the hearing, they are welcome to send an email to the email address: [strategicplanning@oaklandnet.com](mailto:strategicplanning@oaklandnet.com), or to leave a message at our phone line, 510-238-7299. The City will also host a public workshop/information session in August, and there will be announcements about that at the hearing, and at the mobile food website,

<http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/OAK032864>

Regards,

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)



Dear Mobile Food Vending subscriber,

The City of Oakland's Bureau of Planning, at the direction of the City Council, has prepared an informational report that considers expanding the current food vending program to apply citywide, and to create a comprehensive program that unites the different permit types into a single food vending program.

This informational report can be viewed at  
<https://oakland.legistar.com/View.ashx?M=F&ID=3849935&GUID=D98895AE-79E9-4F74-8105-A8033B93FF2E>.

*Join us for an informational public hearing.*

**July 14, 2015, 1:30 pm**

Community & Economic Development Committee

Hearing Room 1, Oakland City Hall, 1 Frank H. Ogawa Plaza

The public is welcome to attend and speak on the proposed expansion of the current mobile food

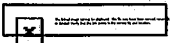
permit program to a citywide program.

If you're unable to attend the meeting, you may share your comments via SpeakUp Oakland at <http://bit.ly/1R9ZJHT>.

Future public forums and a proposed schedule of public hearings to consider adopting a citywide food vending program will be announced at the hearing on July 14. The meeting details will also be posted on the Mobile Food Vending web page at <http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/OAK032864>.

For questions or comments, please contact project manager Devan Reiff, Bureau of Planning, at (510) 238-3550 or [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com).

Thank you for your interest in Mobile Food Vending in Oakland.



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**Reiff, Devan**

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**From:** Reiff, Devan  
**Sent:** Wednesday, June 24, 2015 5:34 PM  
**To:** 'Pamela Smith'  
**Subject:** RE: Ozy.com Article

Thanks, Pamela. It was good to meet you and Emilia last week. I will look at this article. I wasn't familiar with ozy.com.

Did you know your website linked to below is down?

Regards,

Devan Reiff, AICP | City of Oakland | Bureau of Planning | 250 Frank H. Ogawa, Suite 3315 | Oakland, CA 94612 | Phone: (510)238-3550 | Fax: (510) 238-6538 | Email: [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) | Website: [www.oaklandnet.com/planning](http://www.oaklandnet.com/planning)

**From:** Pamela Smith [mailto:pa[REDACTED]]  
**Sent:** Monday, June 22, 2015 9:50 AM  
**To:** Reiff, Devan  
**Subject:** Ozy.com Artical

Good morning Devon  
Attached you will find the Ozy article Emilia Spoke about on Friday.

<http://www.ozy.com/provocateurs/who-fuels-your-food-truck/38930>

--

Pamela Smith  
[REDACTED]

4559 International Blvd.  
Oakland, Ca 94601

<http://www.laplacitakitchen.com/>

[REDACTED]

[REDACTED]