



City of Jurupa Valley

Staff Report

DATE: FEBRUARY 5, 2026
TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: ROD BUTLER, CITY MANAGER
BY: JOE PEREZ, ASSISTANT CITY MANAGER / COMMUNITY
DEVELOPMENT DIRECTOR
SUBJECT: AGENDA ITEM NO. B
MOBILE FOOD VENDING PROGRAM- SIX MONTH UPDATE

RECOMMENDATION

It is recommended that the City Council receive and file the mobile food vending program six month update.

BACKGROUND

On June 26, 2025, the City Council introduced Ordinance No. 2025-15, amending regulations for mobile vending on public streets, public rights-of-way, and private property. The ordinance was adopted on July 17, 2025, and became effective on August 16, 2025. This update enabled the City to hire two dedicated code enforcement officers and a dedicated Sheriff's Deputy to conduct mobile food vending enforcement. This six-month report presents follow-up findings to the City Council.

We began three phases of incremental enforcement ahead of the effective impoundment date. On July 9, in phase one for three weeks, our code enforcement team provided education to both permitted and unpermitted mobile vendors. On July 30, we launched the second phase, which involved providing educational materials and issuing citations to all unpermitted vendors. On August 18th, the third phase was fully implemented where our enforcement team provided education, issued citations, and impounded equipment.

ANALYSIS

Our enforcement efforts have significantly reduced the number of unpermitted food vendors in

the City. The team has implemented a range of strategies to address unpermitted activity occurring during all hours and days of the week including throughout the day, evenings and weekends. This reduction in mobile food vending has enabled our enforcement team to also address other high-priority issues, such as abandoned or inoperable vehicles, parking enforcement, homeless encampments, noise complaints, illegal dumping, graffiti, and substandard housing.

PRESENTATION

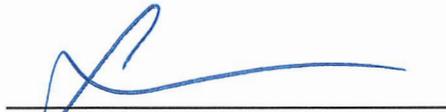
At the February 5th City Council meeting, a slide presentation will be made, which shows the results of the City's mobile food vending program.

Prepared by:



Joe Perez
Assistant City Manager/Director Community Development

Reviewed by:



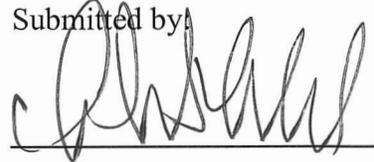
Susan Paragas
Director of Finance

Reviewed by:



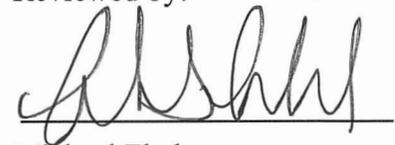
Peter M. Thorson
City Attorney

Submitted by:



for Rod B. Butler
City Manager

Reviewed by:



Michael Flad
Assistant City Manager

