

# Space, Mobility & Information Technology: *Contemporary Mobile Food Vending in Los Angeles*

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Digital Cities: Smarter Transportation  
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# Mobile Food Vending Industry

## Revenue Growth

Year	Revenue \$ million	Growth %
2000	324.0	0.0
2001	306.2	-5.5
2002	267.8	-12.6
2003	293.4	9.6
2004	298.0	1.6
2005	316.8	6.3
2006	320.2	1.1
2007	339.8	6.1
2008	401.1	18.0
2009	447.1	11.5
2010	535.7	19.8
2011	662.0	23.6
2012	716.2	8.2
2013	770.1	7.5
2014	803.8	4.4
2019	985.3	4.2

\*4000 food trucks surveyed



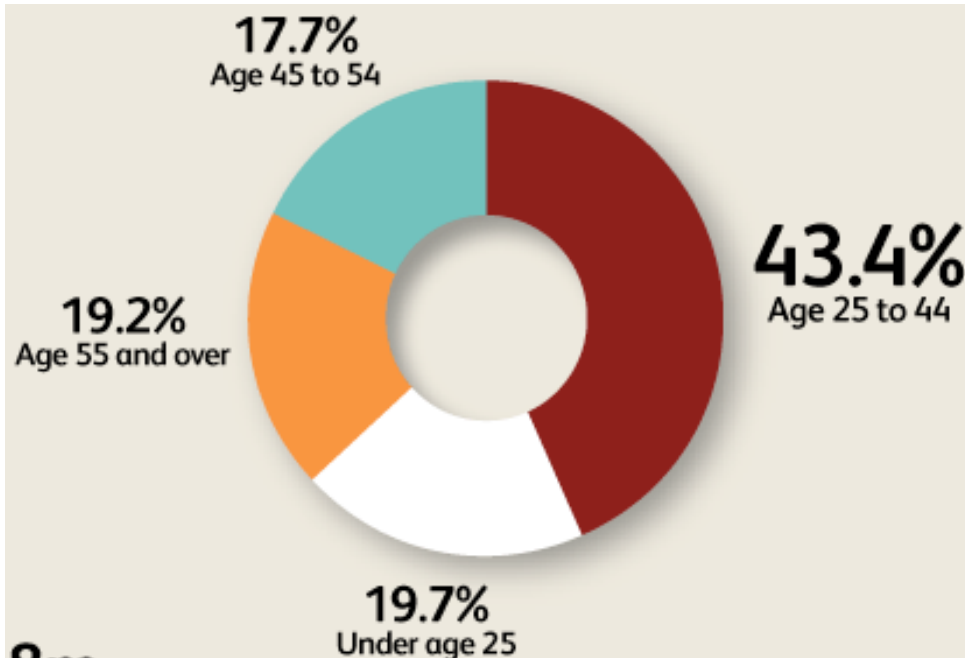
$\$803.8 \text{ mil (Industry Revenue)} - (\text{Expenses}) = \$70.7 \text{ mil (Profit)}$

# Mobile Food Vending Industry

## Characteristics of Vending Growth

- Nimble business models allow vendors to respond to customer preferences (i.e. healthy options, vegan)
- High foot traffic, dense populations, higher than average incomes, limited spare time
- Many new companies enter market
- Rapid technology adaptation
- Growing consumer acceptance of products
- Rapid introductions of products & brands

## Consumers



While consumers age 25 & under have lower disposable income than those of 45 & above, they are more active on social media.

# Current Vending Practices in Los Angeles

**2,438** vendors with *active L.A. County Mobile Unit Permits* (Nov 2013)

\*excludes Long Beach, Pasadena, Vernon

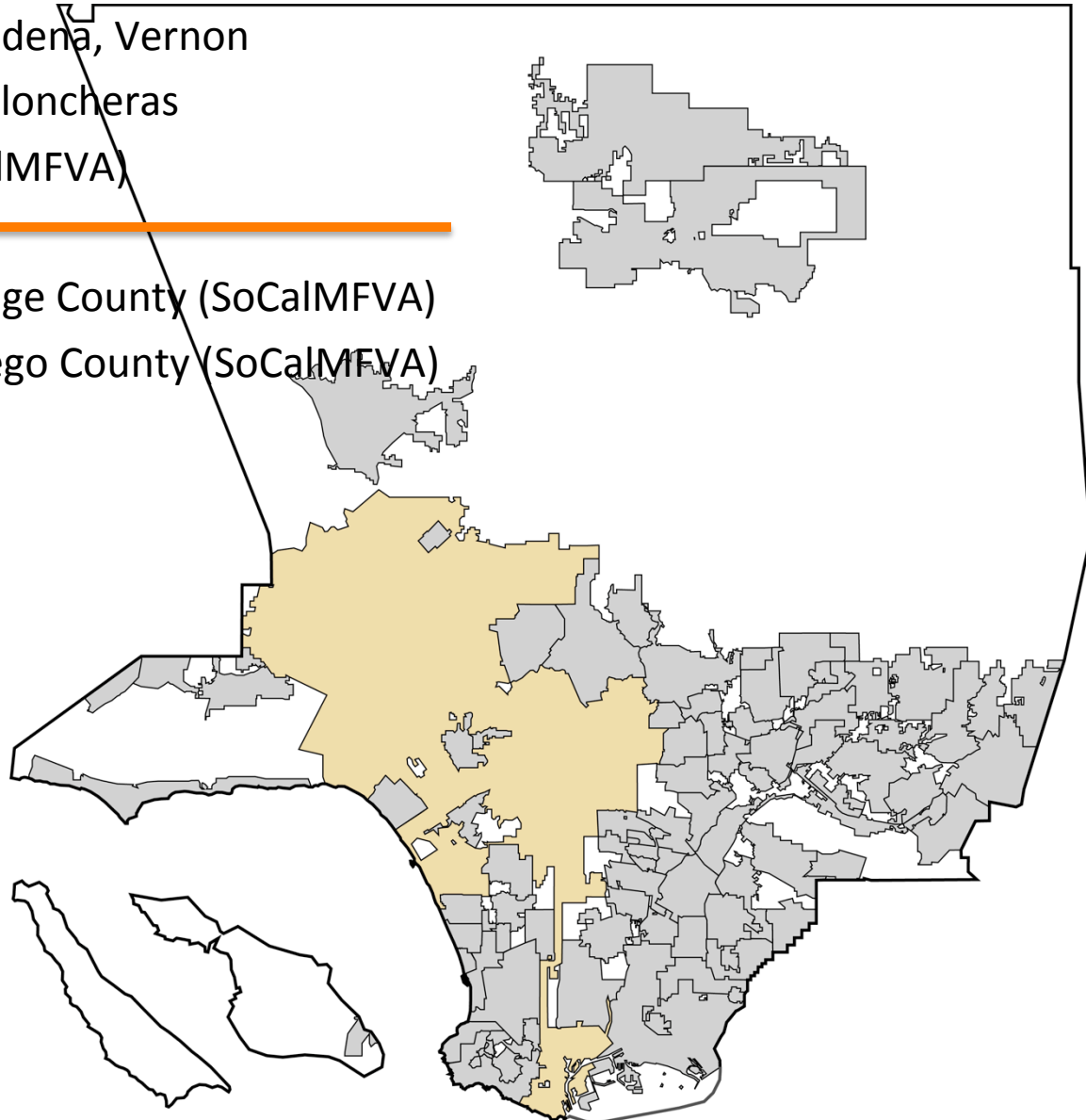
\*includes catering trucks & loncheras

**260** Gourmet Food Trucks (SoCalMFVA)

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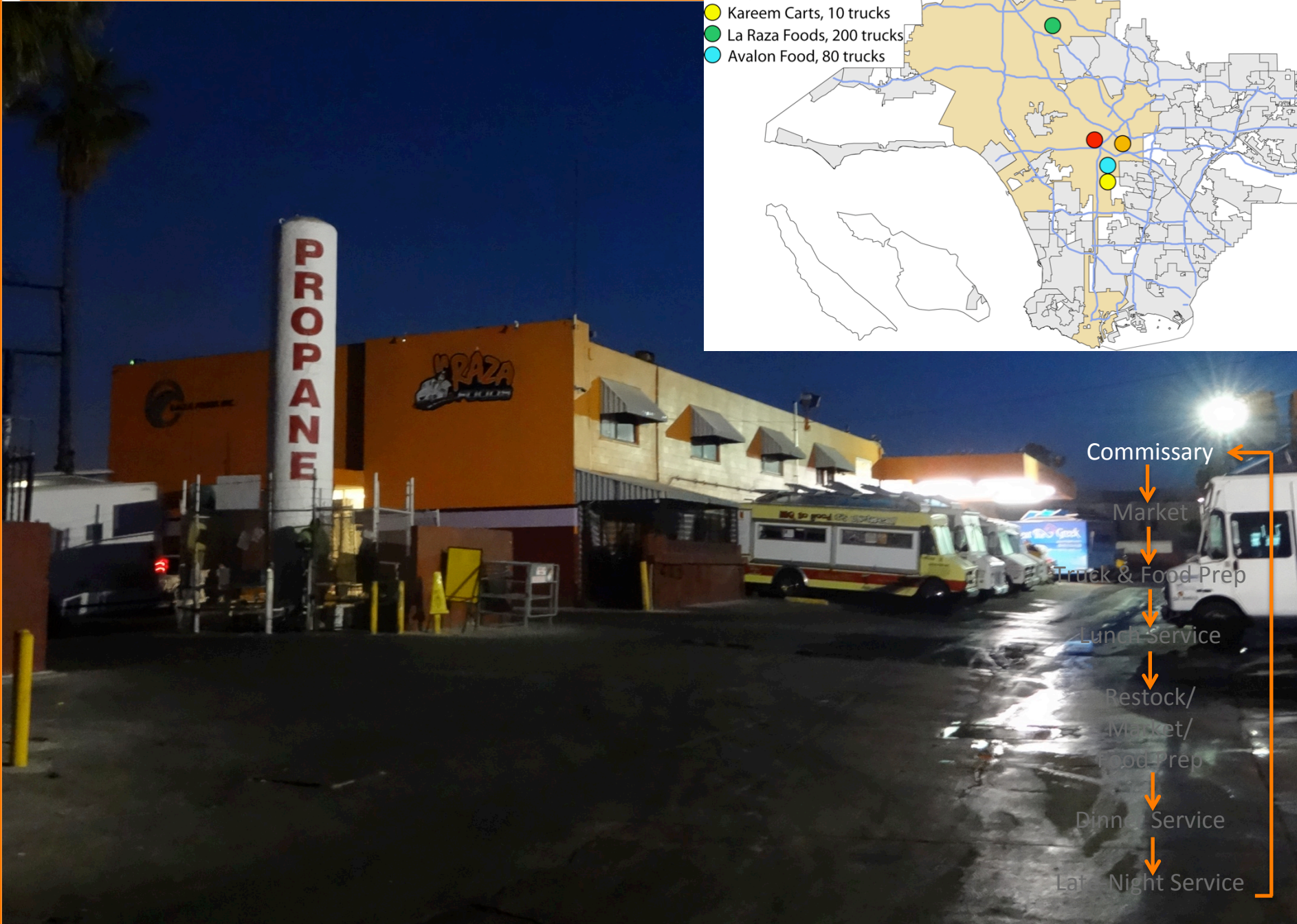
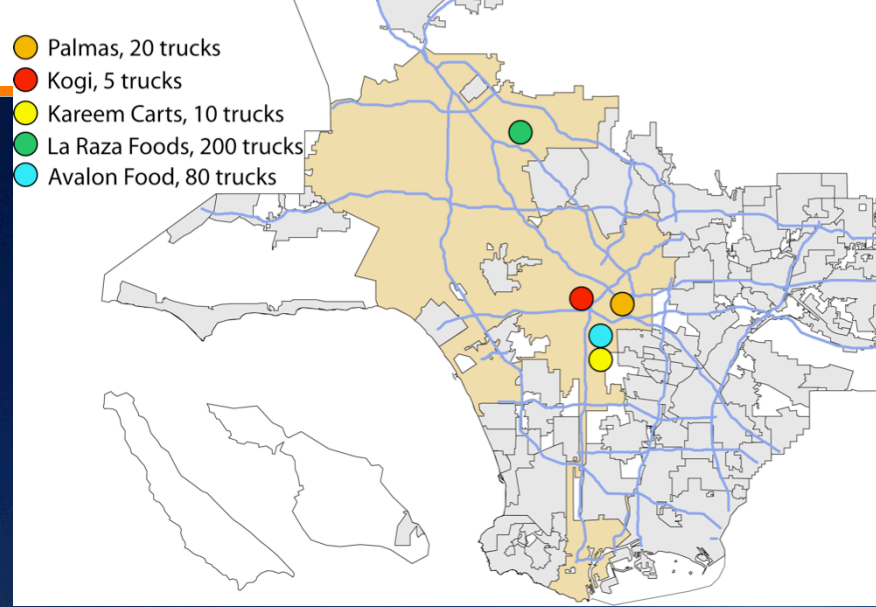
80 Gourmet Food Trucks in Orange County (SoCalMFVA)

70 Gourmet Food Trucks San Diego County (SoCalMFVA)



# Vendor Daily Practices

- Palmas, 20 trucks
- Kogi, 5 trucks
- Kareem Carts, 10 trucks
- La Raza Foods, 200 trucks
- Avalon Food, 80 trucks



# Vendor Daily Practices



Commissary

Market

Truck & Food Prep

Lunch Service

Restock/  
Market/  
Food Prep

Dinner Service

Late-Night Service

# Vendor Daily Practices



Commissary

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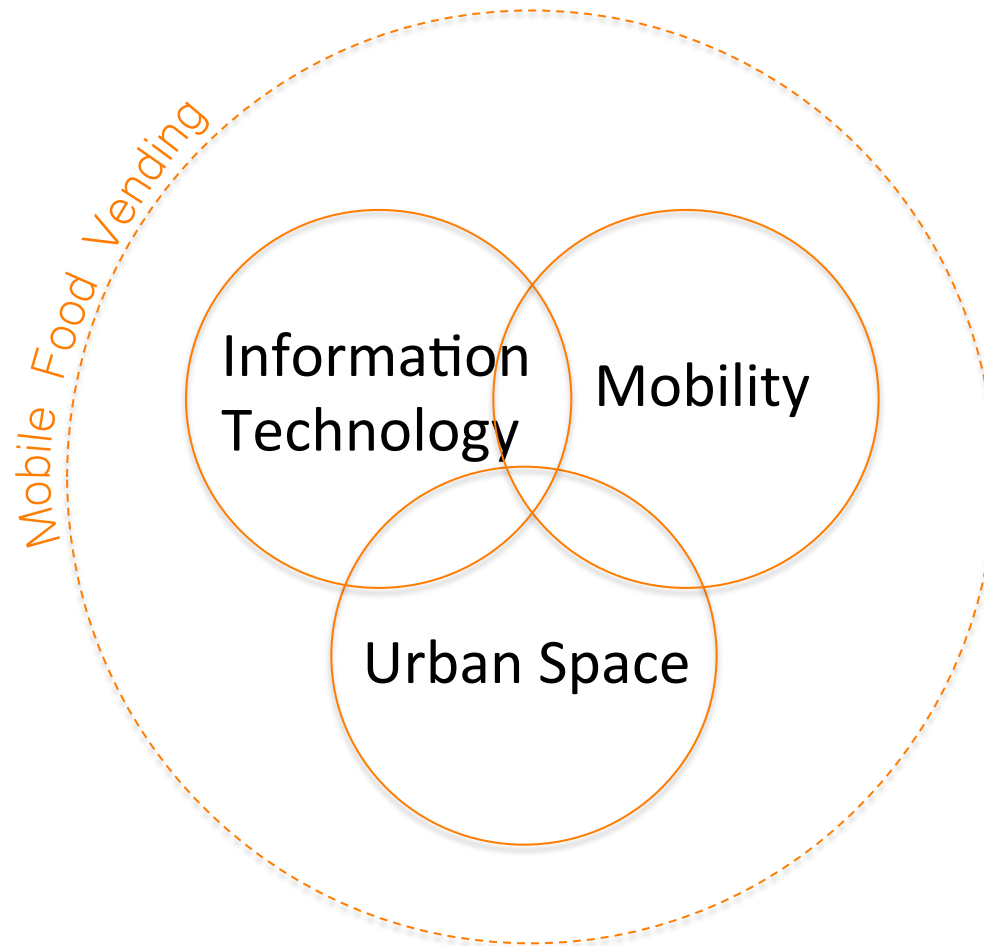
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# Integrated Framework



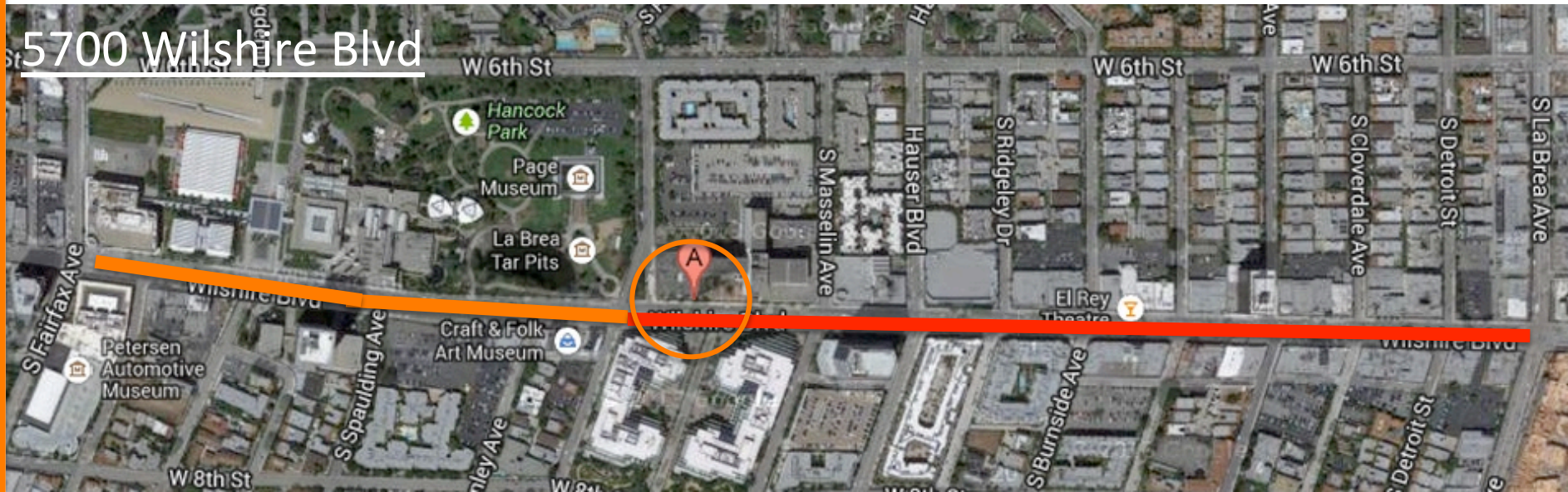
# Deviant Spaces of Vending



Source: Aaron Blevins



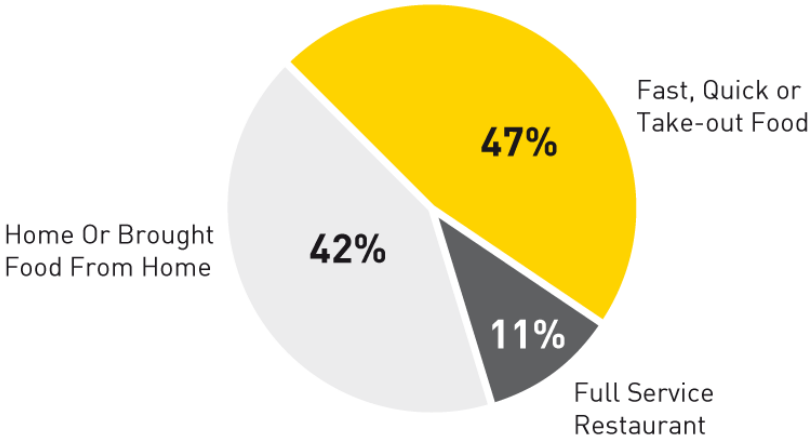
Source: Sadao Turner



5700 Wilshire Blvd

# Where would you have eaten if you didn't eat at a food truck?

LUNCH CUSTOMERS



DINNER CUSTOMERS

