



CITY OF MANHATTAN BEACH CITY HALL

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TO: Honorable Mayor and Members of the City Council

FROM: Bruce Moe, City Manager

MEETING: City Council Meeting, April 27, 2020

SUBJECT: General Business, Agenda Item No. 2 – Consider Farmers Market Proposal to Re-Open on a Limited Basis, Subject to Restrictions.

DATE: April 24, 2020

SUPPLEMENTAL ATTACHMENT

An additional attachment is being provided for Agenda Item No. 2, regarding the Farmers Market Operational Plans.

MODIFIED OPERATIONAL PLAN FOR MBCFM

REDUCTION IN THE OVERALL MARKET:

- Reduce Size to 50% of Vendors – we will operate with only half of our market during Phase 1; from 50 vendors down to 25 maximum with a gradual, tiered reopening approach; first couple of weeks with around 17 vendors inclusive of all our farmers and 2-3 prepackaged vendors (all open cooking prepared vendors will be suspended during the entire COVID 19 period). Additional packaged food vendors will be added only after we feel confident in safely managing the market at the minimum level.
- Suspend Gatherings –no chairs, tables, or any places of gathering; no kids activities, live music or any special programming or community booths – only essential produce and food vendors.
- Modified hours – we will modify our hours to reduce impact from five hours of operation to four hours of operation (please see attachment for breakdown of the market’s complete schedule from set up to operation hours and closing).

SOCIAL DISTANCING PROTOCOLS:

- Space Vendors with Appropriate Distance – by greatly reducing the number of vendors we have, we can then spread out vendors over our entire usable space to help support social distancing and line direction.
 - Phase 1: Utilize only 13th Street.
 - Phase 2: Expand area and number of vendors from 17 to up to 25 with use of our Metlox quad area once we are comfortable with the safe operation of 13th Street.
- Bounded Market – we will barricade the entire footprint of the market to direct patrons to a clear entry and exit point of the market (combination of physical barricades and barricade tape).
- Controlled Entry - 2.5 people/vendor – we will control entry to a set number of allowable shoppers at 2.5 per vendor; for example, if we have 20 vendors at the market, only 50 people will be allowed in at a time.
- Entry/Exit & Flow of Foot Traffic – Provide a clearly marked entrance on Morningside and 13th Street with signage to direct shoppers in one direction towards the back of the market’s exit on Valley and 13th. There will be significant signage to help support and guide shoppers. (Please see attached site map for layout).
- Safe and Identifiable Lines – all vendors will have green “footprint” signage on the ground to indicate where shoppers can stand with the appropriate six feet social distancing and controlled line direction. This will also be implemented at the market’s entrance.
- Clear Direction of Foot Traffic - we will direct shoppers to go in one direction from the entry point on Morningside to the exit on Valley and further support this direction with significant posted signage at the entrance (please see configuration map attached).

- Significant guidance of shoppers – the combination of having signage throughout the market (on every vendor canopy space to large a-frames and at the entrance), as well as significant in advance messaging across the market’s platforms along with patrons having had multiple weeks of frequenting other essential businesses, and on-site staff to support social distancing, we believe this combination will social distancing needs in a calm, safe, and effective manner while at the market.

HEIGHTENED HYGIENE, FOOD HANDLING & ADDITIONAL SAFETY PROTOCOLS:

- COVID 19 Signage – LA County approved COVID 19 signage will be posted at the entrance, throughout the market on A-frame signs, on every vendor’s canopy, and will also be communicated to shoppers in advance of market entry (stay home if not feeling well, wear cloth face covering, utilize our plumbed restrooms equipped with handwashing stations as needed). Signage examples attached.
- COVID 19 Best Practices for Vendors – all vendors are operating under the heightened protocols of LA County of Public Health as well as the California Agriculture Department and Mayor Garcetti’s City Services COVID 19 task force, requiring best practices to stay home if not feeling well, wear face coverings and gloves at all times (gloves switched out regularly) and be equipped with handwashing stations to use as needed.
- No Customer Contact With Produce or Food – we will be a “request only” exchange, with every vendor stall cordoned with barricade tape; shoppers must request items and the vendor will select, bag and hand to the customer.
- No food sampling or any open food cooking prepared food vendors – the market will only have certified farmers and prepackaged vendors (those vendors that prepare artisanal foods such as small batch cheeses, yogurts, baked goods in commercially licensed food facilities, as permitted through CFMs.)
- Limit Cash Transactions – most farmers are unable to use a cashless transaction; however, where possible we will have a farmer team designate one person to accept cash only, who does not handle produce.
- Cleanliness of the grounds/sanitize vendor spaces and bathroom facilities – we will have on-site porters to ensure a clean environment, regularly switching out trash, as well as ensuring the grounds are swept and clean of refuse with high alert to maintain upmost cleanliness of the restrooms with on-going disinfecting of high contact areas such as door handles, faucets, light switches. Additionally, vendors will be equipped with cleaning supplies as needed to ensure their spaces are sanitized as well.
- Ongoing Inspections - to ensure the cleanliness of the market – we will have ongoing market staff inspection, but additionally will be regularly inspected by LA County of Public Health.

MBCFM COVID 19 OPERATIONAL SCHEDULE

MARKET SET UP:

8am – 9am:

- Athens custodial and logistics crew arrives.
- Check bathrooms (clean and restock as necessary).
- Open farmers' market storage and bring out needed equipment.
- Place all street safety barricades and normal set up to close off 13th street.

9am-10am:

- On-site manager works with Athens to set up the market per all COVID 19 modifications.
- Set up the info booth tent at the entrance of 13th and Morningside. Set up a-frames with posted guidelines and social distancing "foot" signs along Morningside sidewalks. As indicated on site map, there will be two entrance lines, each with 10 to 15 "foot" signs on the ground.
- As vendors arrive, position them spread out as indicated on the map; complete COVID 19 requirements using barricade tape to close off each vendor, affix COVID guidelines on each vendor's canopy, place social distancing "foot" signs on the ground to direct shoppers where to stand if a line forms.

10am –11am:

- 10am cut off for vendor arrivals. Vendors are required to arrive by 9:30 a.m., with an absolute cut-off enforced at 10 am.
- 10am arrival of additional support. Work with on-site manager to learn how to cover entrance and exit points of the market. People in place at entrance and exit by 10:20am.
- 10:30am - police cruisers arrive to barricade the market entrance and exit as indicated on the map.
- 10-10:45am – Athens porters, on-site manager, and additional team support to complete the remainder of the COVID 19 needs by 10:45 - closing off vendor spaces, bounding the market with barricade tape and placing in COVID 19 signage throughout the market.

MARKET OPEN TO SHOPPERS (11-3PM)

- Monitor the market to ensure a limited number of shoppers are allowed in and coordinate with the entrance (2.5 shoppers per vendor; example: 20 vendors, 50 shoppers max).
- Manage the line – knowing greatest demand will be from 10:30am to 12pm; attendance likely will quickly drop off after 12/12:30pm.
- Market Manger walks the entrance line to answer shopper's questions and help guide them review market guidelines. Help creating a calm and supportive environment.
- Ongoing inspections to ensure cleanliness of the market and bathrooms.

BREAKDOWN OF THE MARKET (3-5PM)

- Swift breakdown and wrap up of all vendors, cleaning of the space, completed within an hour and fifteen minutes with cushion of thirty minutes.