



CITY OF MANHATTAN BEACH CITY HALL

1400 Highland Avenue, Manhattan Beach, CA 90266

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TO: Honorable Mayor and Members of the City Council

FROM: Bruce Moe, City Manager

MEETING: City Council Meeting, April 28, 2020

SUBJECT: Agenda Item No. 2 – Update on Farmers Market Re-Opening Proposal

DATE: April 28, 2020

SUPPLEMENTAL ATTACHMENTS

The following attachments are the updated documents for City Council consideration regarding the re-opening proposal for the Farmers Market.



April 28, 2020

Mayor Richard Montgomery
Members of City Council
City Manager Bruce Moe

City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266

Dear Mayor Montgomery et al,

Thank you for considering a modified reopening of the Manhattan Beach Certified Farmers Market. The discussion at the April 27th City Council meeting was productive and led to a brief meeting between Councilmember Hersman, City Manager Moe and Jill Lamkin today, where all outstanding questions were addressed.

1. The DBPA has determined the additional staffing request of the City can be filled by volunteers, eliminating the need for two Community Service Officers or City Employees.
2. The DBPA will pay the weekly fully burdened rate for the Community Service Officer to deliver and retrieve the police vehicles stationed at each end of the Market on 13th Street.
3. The DBPA respectfully requests waiving the parking fees outlined in our Farmers Market Agreement until the MB Certified Farmers Market is fully operational.
4. The DBPA has consulted with our Market Manager regarding the concept of having one entrance/exit at the Farmers Market, with foot traffic traveling in one consistent direction, per Councilmembers Hersman's and Stern's concerns. The LA County Health Department has a Farmers Market COVID-19 Task Force which has determined the protocol for revised guidelines in operating Certified Farmers Markets during the pandemic. This Task Force determined the safest pedestrian flow for a 'linear' market is to have a separate entrance and exit, with pedestrians traveling in generally one direction. They actually recommend a "serpentine" flow where people move from one side to the other in wider patterns, generally moving one way toward the exit. The most important aspect is maintaining social distance and asking patrons to go to the shortest lines first. In order to support this, the DBPA will station a volunteer inside the Market to remind people of the general west to east flow, ensuring that patrons are not reversing direction or creating long lines at any one vendor.
5. To ensure only the allotted number of patrons in the market at any time, there will be a volunteer staged at the exit who texts someone at the entrance to identify the number of people leaving, so only that number will be allowed in at the entrance.

If Council approves the Farmers Market reopening plan by this Friday, May 1, our target date for opening our modified market would be Tuesday, May 12, operating under the guidelines attached. The DBPA appreciates the partnership we have created with the City surrounding the Manhattan Beach Certified Farmers Market and looks forward to your next Council conversation.

Respectfully,

Linda McLoughlin Figel
President, DBPA

Jill Lamkin
Executive Director, DBPA

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 produce and packaged food vendors.
- Modified hours – we will reduce our hours from five to four hours of operation (please see attachment for breakdown of the market’s complete schedule).

SOCIAL DISTANCING PROTOCOLS:

- Space Vendors with Appropriate Distance – by greatly reducing the number of vendors, we can spread out canopies over our entire usable space to 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. We will have a volunteer at the exit who texts the number of people leaving the market to the entrance, so that exact number of people can then be let into the market.
- 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 – we will provide signage throughout the market (on every vendor canopy space and large a-frames). We will also communicate information in advance messaging across the market’s platforms, as well as provide on-site staff to support social distancing.

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).
- 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 by – 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 –11 am:

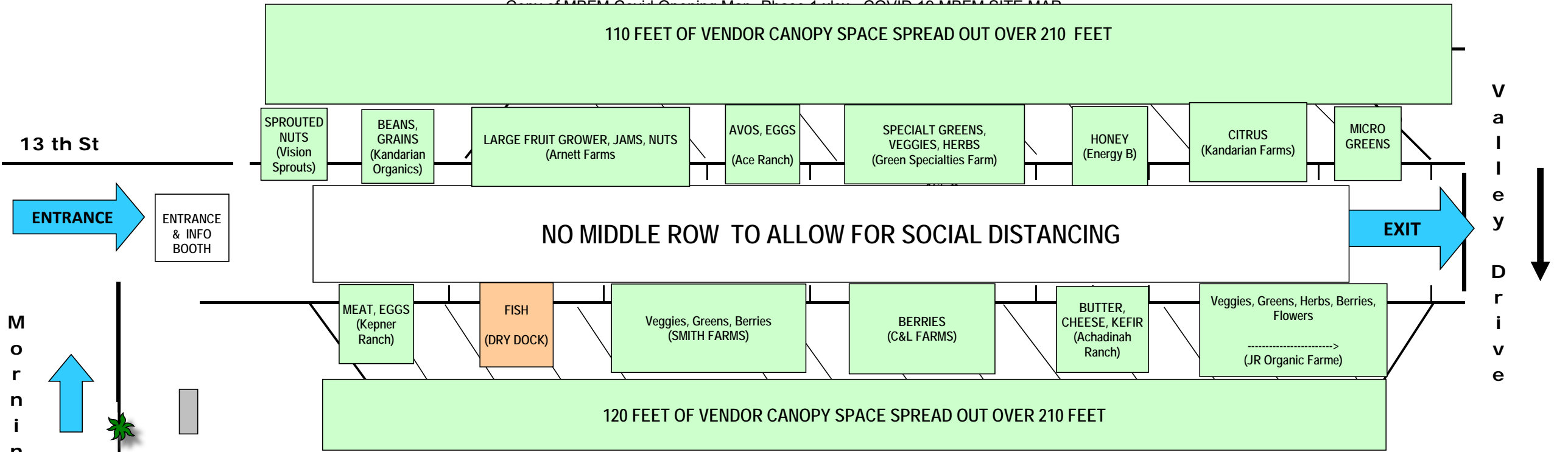
- 10am cut off for vendor arrivals. Vendors are required to arrive by 9:30 a.m., with an absolute cut-off enforced at 10 am.
- 10am arrival of additional support. Work with on-site manager to learn how to cover entrance and exit points of the market. People in place at entrance and exit by 10:20am.
- 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 exit with the entrance (2.5 shoppers per vendor; example: 20 vendors, 50 shoppers max) to ensure correct number of patrons inside market.
- 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.



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PLAZA

150 ft to mop sink
150 ft to bathroom

PHASE 1

(first 2 weeks or as long as needed)

Reduce the market from its current 50+ vendors down to just the farmers and fish.

Operate only on 13th Street

PHASE 2

Gradually expand the area to include the Metlox quad and additional prepackaged vendors to move the market from around 15 to 20 and then 25 vendors.

SOCIAL DISTANCING/SAFETY

Suspend non essential places of gathering - all special programming, kids activities, live music, community seating.

ONLY 50-60% of the market to start - spread everyone out (essential farmers, vendors prioritized). - per notes to the left (phase 1 and phase 2)

Bound the market with clear entrance and exit - bound the market to control the total number of shoppers allowed in at any one time not to exceed 2.5 shoppers per vendor (example: 20 vendors, 50 shoppers max).

Request Only - all vendor spaces are closed in with barricade tape, request item with only the vendor touching the produce / food item.

Complete compliance of LA Health Department's Food Handling Protocols - no open cooking, no food sampling, only prepacked items available prepared in a commercial kitchen with additional safety protocols; vendors must bring their hand-washing stations, gloves switched out regularly, cloth face covering, along with best practices emphasized (stay home if sick, maintain distance behind tables, regularly handwashing, etc)

Heighten Messaging to Help Shoppers - concise posted signage to support our broader digital messaging - guidelines (select shorter lines first, observe social distancing, refrain from touching food, shop with purpose/30 minutes, direct to plumbed restrooms for hand washing as needed, reminder of best practices, cloth face covering required for entry - also note that the market has been