



City of Long Beach

Working Together to Serve

Memorandum

Date: November 9, 2017

To: Patrick H. West, City Manager *T.M.W.*

From: John Keisler, Director of Economic Development *JK*

For: Mayor and Members of the City Council

Subject: Farmers Market Access Policy Feasibility Update

On June 13, 2017, the City Council requested the City Manager to explore the feasibility of establishing a Farmers Market Ordinance that requires farmers markets in Long Beach to accept CalFresh Electronic Benefit Transfer cards, and to review a reduction of permit fees, license fees, and any other barriers to establishing farmers markets in Long Beach. The purpose of this memo is to provide an update regarding that study.

The project to review the current process for establishing a farmers market in the City has been assigned to the Economic Development Department (ED) given that the licensing and permitting process requires an operator to work with multiple City departments. The Business Development Bureau within ED regularly assists business owners with navigating the multi-department business licensing and property development permitting process. The City Manager has established ED as the primary point of contact on the farmers market startup process beyond this study.

To date, staff has conducted a review of publicly available information and interviews with City departments to establish a process flow chart for starting a farmers market in the City (see attached).

Farmers markets that occur in City park spaces require approval from the Parks and Recreation Commission, which typically authorize up to 6- to 12-month trial permits to operate a market within a park before approving a long-term permit.

Based on the information listed on City's website, there are 11 farmers markets operating in Long Beach with one proposed market recently approved for Houghton Park on Monday afternoons. Staff continues the research process to establish the number, location, nature, and cost of farmers market permits, as well as to contact farmers market operators for more information regarding the acceptance of CalFresh Electronic Benefit Transfer (EBT) cards as payment at farmers market. Initial reports indicate that the acceptance of EBT cards requires a capital investment in technology and there are operational costs to support the service. Currently, the decision to accept EBT is the decision of the farmers market operator at their own expense. However, there may be opportunities for the City to identify policies and or other mechanisms to encourage operators to provide this service. Staff's initial research indicate that only four operators accept EBT. Staff

expects to return with more information on policies or procedures that may incentivize this service in approximately 60 days.

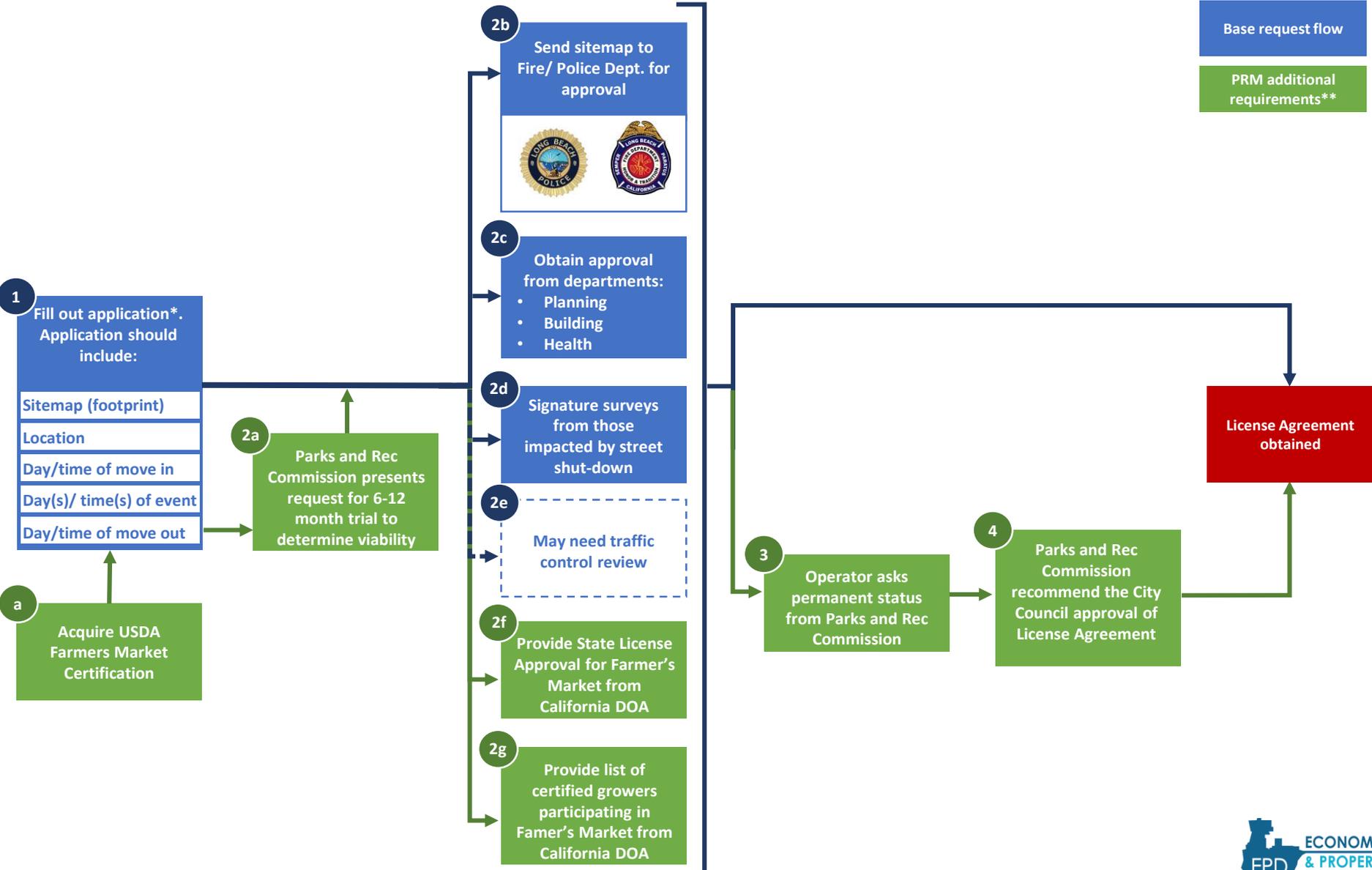
Thank you for your support in this effort. Please contact me at (562) 570-5282 or john.keisler@longbeach.gov with any questions.

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CC: CHARLES PARKIN, CITY ATTORNEY
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MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #17-0465)

Farmer's market proposal process flow

Base request flow
PRM additional requirements**



*The application is located at: <http://clbepiuat.longbeach.gov/globalassets/health/media-library/documents/inspections-and-reporting/forms/environmental-health/farmers-market-app-2017-blank>

**These additional requirements do not replace the standard application requirements (blue)