

CITY OF LOS ANGELES

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GENERAL MANAGER

CALIFORNIA



DEPARTMENT OF AGING
AN AREA AGENCY ON AGING
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KAREN BASS
MAYOR

May 9, 2025

Council File Numbers:
Council Districts: All
Contact Persons & Phone
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Honorable Karen Bass
Mayor, City of Los Angeles,
200 N. Spring St., Room 303
Los Angeles, CA 90012

Los Angeles City Council
c/o City Clerk's Office
200 N. Spring St., Room 395
Los Angeles, CA 90012

Attention: Legislative Coordinator

REQUEST AUTHORITY TO ACCEPT AND DISTRIBUTE \$105,000 IN FARMERS MARKET ELECTRONIC BENEFIT CARDS FROM THE SENIOR FARMERS' MARKET NUTRITION PROGRAM (SFMNP)

The Los Angeles Department of Aging (LADOA) requests authority to accept and distribute \$105,000 in Farmers' Market electronic benefit cards from the Senior Farmers' Market Nutrition Program (SFMNP) administered by the California Department of Food and Agriculture (CDFA).

RECOMMENDATION

The General Manager of the LADOA request that the City Council, subject to the concurrence of the Mayor:

1. AUTHORIZE the General Manager of Aging, or designee, to accept \$105,000 in farmers' market electronic benefit cards from the Senior Farmers Market Nutrition Program administered by the California Department of Food and Agriculture and to distribute these as indicated in the Table 1 below.

BACKGROUND

LADOA is committed to supporting older adults by delivering various programs and services through the Department's service providers. These programs help older adults achieve independence and allow them to age safely and healthy; lead active, productive, and meaningful lives; and remain engaged in their communities. Programs include, but are not limited to, supportive social services, transportation, evidence-based programs, and nutrition programs to receive healthy, nutritious meals. Older adults continue to be challenged by growing food insecurity, increased poverty, and limited resources. As such, nutrition and food insecurity continue to be top priorities for the Department.

Senior Farmers' Market Nutrition Program (SFMNP)

The SFMNP is a federally funded program administered nationally by the U.S. Department of Agriculture's Food and Nutrition Services Agency (USDA, FNS), and by the CDFA in the state of California implemented under the Code of Federal Regulations 7 CFR 249. CDFA partners with Area Agencies on Aging (AAAs) throughout California who help administer the SFMNP. The SFMNP provides low-income seniors with access to locally grown fruits, vegetables, honey, and herbs from Authorized Certified Farmers' Markets (ACFM). Through this program, the LADOA, as the AAA Administrative Entity for the City of Los Angeles, was awarded a total of 2,100 electronic benefit cards, each in the amount of \$50 totaling \$105,000 in program award, for use at the ACFMs.

Of the 2,100 electronic benefit cards that are provided, 1,900 electronic benefit cards will be allocated to the Department's service providers and the remaining 200 electronic benefit cards will be allocated to the Department to be provided to low-income and unhoused seniors.

Electronic benefit cards distributed through the Department's service providers will be on a first-come, first-served basis within their community, with an electronic benefit card allocation based on using the Department's Client Tracking System (CTS) data of program participants who have disclosed their annual income to LADOA. Only individuals with an annual income between \$0 to \$30,000 are used to calculate the funding formula percentage of poverty level for each of the Aging Service Area (ASA). Note, the eligibility level for participation in the SFMNP is 185% of the federal poverty level, which is equivalent to approximately \$27,000 per year (for a household of one). Annual income in our CTS system is tracked in increments of \$10,000.

Electronic benefit cards distributed by the Department will be provided to participants or eligible participants within its Senior Community Service Employment Program (SCSEP), Older Worker Employment Program (OWEP), and those who walk in to our public counter. Participants in the SCSEP and OWEP are individuals whose income meets the U.S. Department of Health and Human Services' annual federal poverty guidelines.

Table 1 below displays the proposed electronic benefit card distribution for the Senior Multipurpose Centers and the Department that the City's ASA will receive from this program.

LADOA service providers and Department staff must ensure all program participants self-certify that they meet the participant eligibility requirements, which are:

- Participant must be 60 years of age or older;
- Participant's household annual income does not exceed more than 185% of federal poverty level; and
- Participant have not already received a SFMNP electronic benefit card during the Program Year.

Electronic benefit cards are to be distributed to participants by LADOA's service providers and Department staff no later than September 30, 2025, or within 30 calendar days of when the cards are received for distribution. Participants must redeem their SFMNP electronic benefit cards no later than November 30, 2025 at an ACFM.

Table 1: 2025 Electronic Card Benefit Distribution

ASA #	Aging Service Area (ASA)	Service Provider	Funding Formula % Based on Client Population	Voucher Booklet Allocation
1	NorthWest Valley	ONEgeneration	6.97%	132
2	NorthEast Valley	San Fernando Valley InterCommunity Council	5.64%	107
3	SouthWest Valley	ONEgeneration	9.78%	186
4	Mid Valley	San Fernando Valley InterCommunity Council	4.95%	94
5	SouthEast Valley	San Fernando Valley InterCommunity Council	5.42%	103
6	Westside	Jewish Family Services	4.85%	92
7	West Wilshire	Jewish Family Services	5.70%	108
8	Northside	St Barnabas Senior Services	4.87%	93
8	Echo Park	St Barnabas Senior Services	1.10%	21
9	Eastside	Mexican American Opportunity Foundation	8.55%	162
10	City	St Barnabas Senior Services	9.00%	171
11	SouthWestern	Watts Labor Community Action Center	7.52%	143

ASA #	Aging Service Area (ASA)	Service Provider	Funding Formula % Based on Client Population	Voucher Booklet Allocation
12	West Adams	Watts Labor Community Action Center	4.19%	80
13	Central	Watts Labor Community Action Center	3.74%	71
13	Central Business	Single Room Occupancy Housing	2.08%	40
14	South LA	Watts Labor Community Action Center	4.68%	89
14	Estelle Van Meter	Watts Labor Community Action Center	1.37%	26
15	Harbor	Wilmington Jaycees	5.60%	106
Citywide	LGBTQ+	Los Angeles LGBT Center	3.98%	76
		Subtotal	100.00%	1,900
Citywide	OWEP/SCSEP/Other*	LADOA	N/A	200
		TOTAL		2,100

**Based on U. S. Department of Health and Human Services' Annual Federal Poverty Guidelines*

FISCAL IMPACT STATEMENT

There is no impact to the General Fund.

Copy of this transmittal is being forwarded to the City Attorney and the Council on Aging for concurrent review and approval.

Sincerely,



JAIME H. PACHECO-OROZCO
General Manager

JHP:DK:mn:gdn/FY 24-25 Senior Farmers Market Nutrition Program Transmittal

cc: Chris N. Lee, Deputy City Attorney
Allison Lamas, Office of the City Administrative Officer
Maria D. Gutierrez, Office of the City Administrative Officer
Tony Wilkinson, Los Angeles City Council on Aging