August 19, 2017

Proctor Farmers' Market
2017 Rapid Market Assessment Report

Colleen Donovan and Karen Kinney
September 30, 2017

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I. Introduction

On Saturday, August 19, 2017, a Rapid Market Assessment (or "RMA") was conducted at the Proctor Farmers' Market in Tacoma, Washington, led by Colleen Donovan, in partnership with Karen Kinney of the Washington State Farmers Market Association and Market Manager, Karen Bowes. This RMA is part of a research project funded by the United States Department of Agriculture's Ag Marketing Service, Local Food Research and Development Division. We are grateful for the guidance and support of Samantha Schaffstall.

The purpose of a Rapid Market Assessment is to help a farmers market learn about its shoppers and collect information to improve market operations, strategies, and impacts. A RMA utilizes participatory research methods and includes three parts: 1) shopper counts, 2) a dot survey, and 3) constructive comments and observations from an assessment team about the market's physical site, atmosphere, and vendor/product mix. The RMA team typically includes a mix of market managers, board members, managers from other markets, agricultural professionals, students and community volunteers. Participating in a RMA provides opportunities for market managers to learn how to conduct cost-effective research on markets, experience another market, and network with other market professionals.

Figure 1. 2017 Proctor Farmers' Market RMA Team

Left to right: **Mary DiMatteo,** Olympia Farmers Market; **Patty Villa**, Orting Valley Farmers Market; **Rachel Ryan**, Northwest Harvest, **Melissa Swift,** Port Angeles Farmers Market; **Brandon Dorman,** Port Angeles Farmers Market; **Alyssa Auvinen**, Washington State Department of Health & Tumwater Farmers Market; **Ed Chamberlain**, University of WA Tacoma; **Colleen Donovan**, RMA Coordinator. *Kneeling*: **Bryce Dazell,** Olympia Farmers Market; **Will O'Donnell**, Washington State Farmers Market Association.

Farmers Market Overview

Market	Proctor Farmers' Market
Market Opened	1994
Incorporation	Nonprofit, 501c6
Mission	1. To support and encourage local farmers by providing a venue in our urban community for direct marketing of fresh produce and farm grown products. 2. To be an educational resource to the public highlighting the importance of local agriculture, sustainable business and our impact on the environment 3. To encourage community building and collaboration within the business and neighborhood community that the market serves.
2017 Market	**Winter Markets**: Saturdays, Jan 14, Feb 11, Mar 11, 10AM-1PM **Regular Season**: Saturdays, March 25 to December 16, 2017 9:00am to 2:00pm (5 hours). Total: 42 weeks
Location	North 27th and North Proctor Streets, Tacoma, WA 98406
Market Staff	Karen Bowes, Market Manager Staff: Audrey Ginger, Isaac Larson, Miguel Mendez.
Market Volunteers	Linda Higgins, Steven Beckstead
Vendor Fees	Booth Fee: $17.50/wk. or $300/yr., plus commission on gross sales.
Vendors	57
Currencies Accepted	Cash/Debit/Credit WIC & Senior Farmers Market Nutrition Program SNAP EBT Fresh Bucks Senior Farm Share
Food Access Partners	Multicare Center for Healthy Living & Health Equity; City of Tacoma--Office of Environmental Policy and Sustainability**;** Tacoma Farmers Markets; Mary Bridge WIC Program; Washington State Department of Social and Health Services; Farmers Market Nutrition Program, Washington State Department of Health; Puget Sound Educational Service District; Sound Outreach; Pierce County Community Connections; Nourish Pierce County; Feed 253; Emergency Food Network; Center for Food Preservation Arts; Just & Healthy Foods Community of Interest, Puyallup Watershed Initiative.
Annual Sales	Over $1,000,000 in Gross Vendor Sales
Visitors	3,500-4,500+ per Saturday at high season, year-round 145,000+

Community Booths	City of Tacoma "Bike Swap/Bike Month;" SOTAbots Robots (The Industrial Design and Engineering Arts School (iDEA), Tacoma School of the Arts (SOTA) and Tacoma Science and Math Institute (SAMi); Amara (Foster Care); Junior League of Tacoma; City of Tacoma, Office of Environmental Policy and Sustainability; Mary Bridge WIC; The Humane Society of Tacoma; Tahoma Audubon Society; North End Neighborhood Council; Proctor District Association; West End Puget Sound Kiwanis, Nisqually Land Trust; Fort Nisqually Foundation.
Memberships	Proctor District Association Washington State Farmers Market Association
Website	http://www.proctorfarmersmarket.com/

Market Community

With over 210,000 residents, Tacoma is Washington's third largest city and an important metropolitan center in the south Puget Sound. Located in the North End, the historical Proctor neighborhood is one of Tacoma's oldest business district and a desirable residential area. According to the ESRI Tapestry ZIP code lookup, 24% of residents in the market ZIP Code are considered part of the "Parks and Rec" market segment, 20% are "Golden Years," and 15% are "In Style" (http://www.esri.com/data/tapestry/zip-lookup). See Appendix 2 for a full description of each market segment. In the market zip code area, the median household income is 62K (compared to 57K for the county and state); median age is 43.8 (older than the county's 36.3); and there is a relatively high population density of 3,605 people per square mile (compared to 492 for the county). According to the 2012 Census of Agriculture, Pierce County has 295 direct marketing farms. The independent Proctor Farmers' Market collaborates closely with the Tacoma Farmers Market Association and its five seasonal markets.

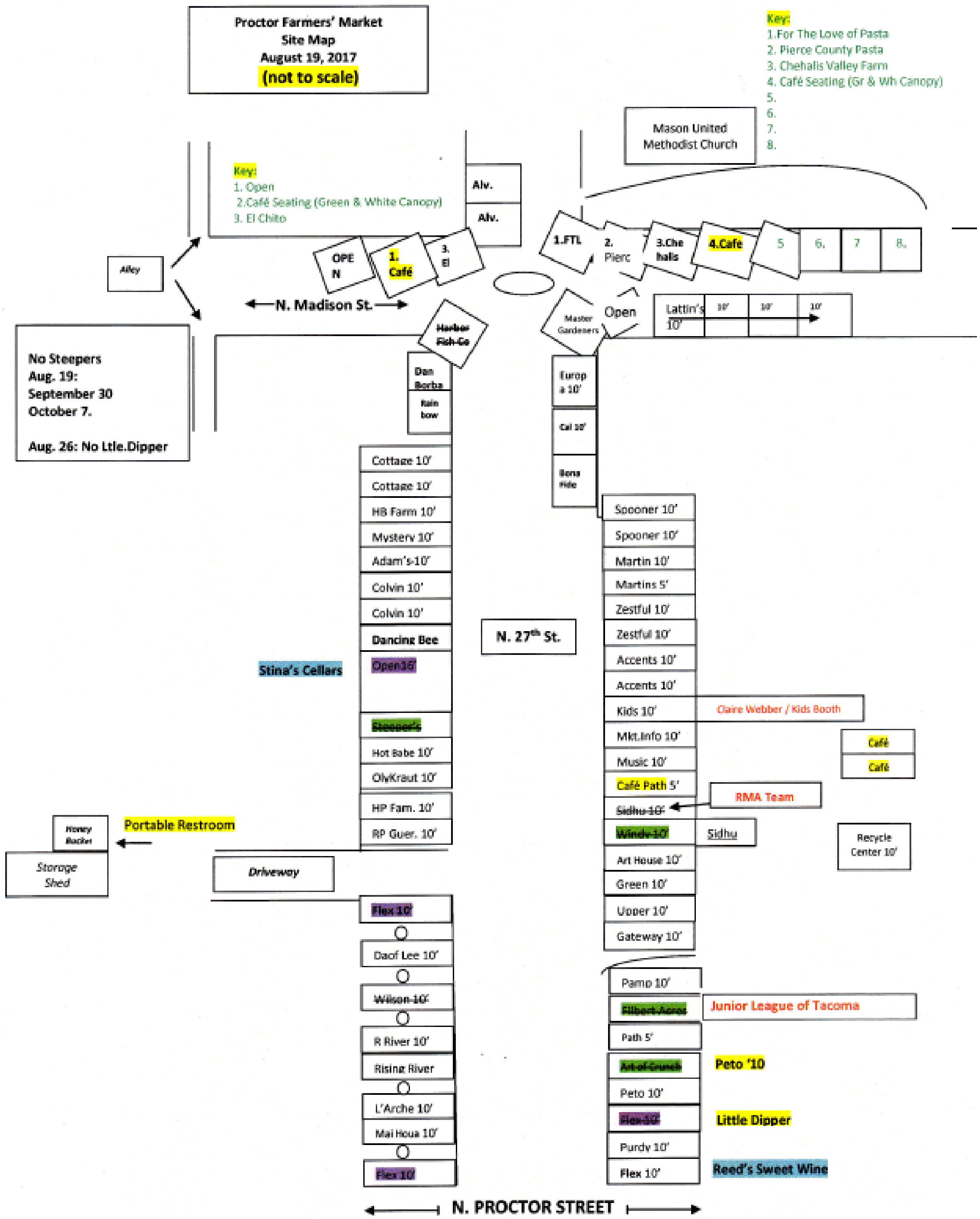
Market Location

The Proctor Farmers' Market mostly takes place on North 27th Street between North Proctor Street and North Madison Street. This stretch is mostly parking and residential with neighborhood businesses located mostly to the east. A Safeway and upscale Metropolitan Market are within three blocks of the farmers market. The site has space for 72 booths.

Figure 2. Satellite view of market site

Source: Google Maps (accessed 9-27-2017)

Figure 3. Proctor Farmers' Market Site Map



II. Estimated Market Attendance

The results presented here represent detailed findings from a **single market day**. Throughout a market season numerous factors influence attendance, including the growing season, weather, and other community events. The Proctor Farmers' Market RMA was held on a picture perfect summer's day.

An estimated 4,637 people came to the Proctor Farmers' Market on Saturday, August 19, 2017 (Table 1). Potential shoppers entering the market were counted by RMA team members at seven potential "entrances" into the market site for a ten-minute period during each hour of the market. These seven entrances were consolidated into five main entrances for this report. The hourly sample counts for each "entrance" were multiplied by six to get the estimated shoppers per hour. RMA team members counted shoppers already in the market prior to the opening bell using the walk-through method. The hourly counts plus the pre-opening count were totaled to get the estimated attendance. Tally counters were used to improve count accuracy.

Table 1. Estimated Market Visitors by Hour

Time	Estimated # of Visitors	Percentage of Total
Pre-opening count	41	1%
1st hour: 9:00 am to 10:00 am	708	15%
2nd hour: 10:00 am to 11:00 am	984	21%
3rd hour: 11:00 am to 12:00 pm	1,062	23%
4th hour: 12:00 pm to 1:00 pm	1,002	22%
5th hour: 1:00 pm to 2:00 pm	840	18%
Estimated # of Market Visitors	**4,637**	**100%**

Figure 4. Estimated Number of Market Visitors by Hour, 9:00 am to 2:00 pm

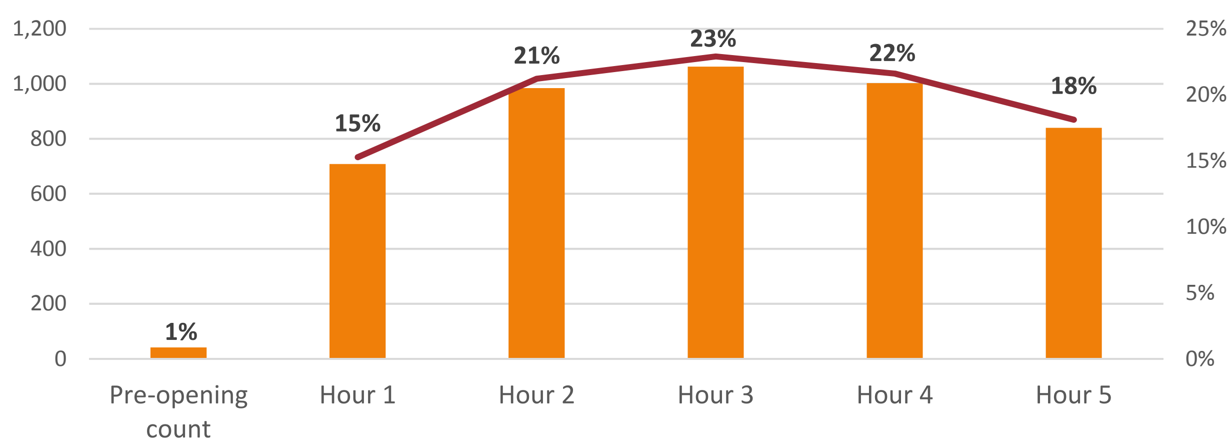


Table 2. Estimated Visitors by Market Entrance

N Proctor St	Alley on 27th St	N Madison St: south side	27th St & Madison St (from west)	N Madison St: north side
				
2,856	198	618	498	426
62%	4%	13%	11%	9%

Note: The total (99%) does not include the pre-market count of market visitors who were already in the market when it opened at 9:00 am.

Visitor Count Findings and Observations:

- An estimated 4,637 potential shoppers came to the Proctor Farmers' Market on Saturday, Augsut 19, 2017.
- The market felt very steady during the first four hours. However, the shopper counts indicate that the first hour was the slowest with 15% of all potential shoppers.
- The second, third and fourth hour were consistent, reporting between 21% and 23% of shoppers each hour. The peak was the third hour with 23%.
- The busiest entrance by far, with 62% of potential shoppers, was the east end at the intersection of N Proctor St and N 27th St.
- The west entrance allows potential shoppers to enter from the south and north on Madison or from the west on N 27th St. The south had slightly more at 13% and north had less at 9%. Together, this west entrance represented an estimated 33%.
- An alley on the south side of N 27th St was small as anticipated and accounted for 4% of the estimated shoppers.
- A RMA Team member suggested trying to get a crosswalk added at the east entrance (27^{th} and N Proctor St) to improve pedestrian safety.

From RMA Team:

- *The number of shoppers decreases from 1 PM onward, but there's lots of food still around the market. There are many kinds of families visiting, lots of diversity. It gets crowded from 11 AM to 1 PM somewhat difficult to get through due to so many people! Many people just want to wander, linger, and take photos.*
- *The locals know how to get into the market through side entrances that are less obvious.*

III. Dot Survey Results

Six dot survey questions and responses were written on large flip charts and set up on easels in the center of the market (Appendix 1). Throughout the market, the RMA team actively encouraged shoppers to participate in the survey. Most market visitors willingly participated and some commented that it is “easy,” “fun,” and “a good idea.” However, there were potentially more language and cultural barriers at this market due to the diversity of its shopper base. The objective was to obtain a representative sample of all shopping groups in the market that day. Each person was given a strip of six dots to indicate his/her answer to each question. The sheets were refreshed at the top of each hour of the market. This allows analysis as to how shopper answers varied by the hour of the market. Starting each hour with a blank flip chart sheet also helps minimize any response bias. On average, 714 people answered the six dot survey questions. This represents an estimated 15% of all people at the market that day.

The first question asked people in the farmers market **“Where do you live?”** and had 727 responses. Not surprisingly since this is a neighborhood market, the most frequent response was Proctor with 35%. The second most frequent was “6th Avenue” and “Other Tacoma” both with 11%. The combined total from all Tacoma neighborhoods and Ruston was 77% (Figure 5). “Other Pierce County” and “Other” both represented where 10% of the dot survey respondents live (Figure 5).

Figure 5. Where Respondents Live (N = 727)

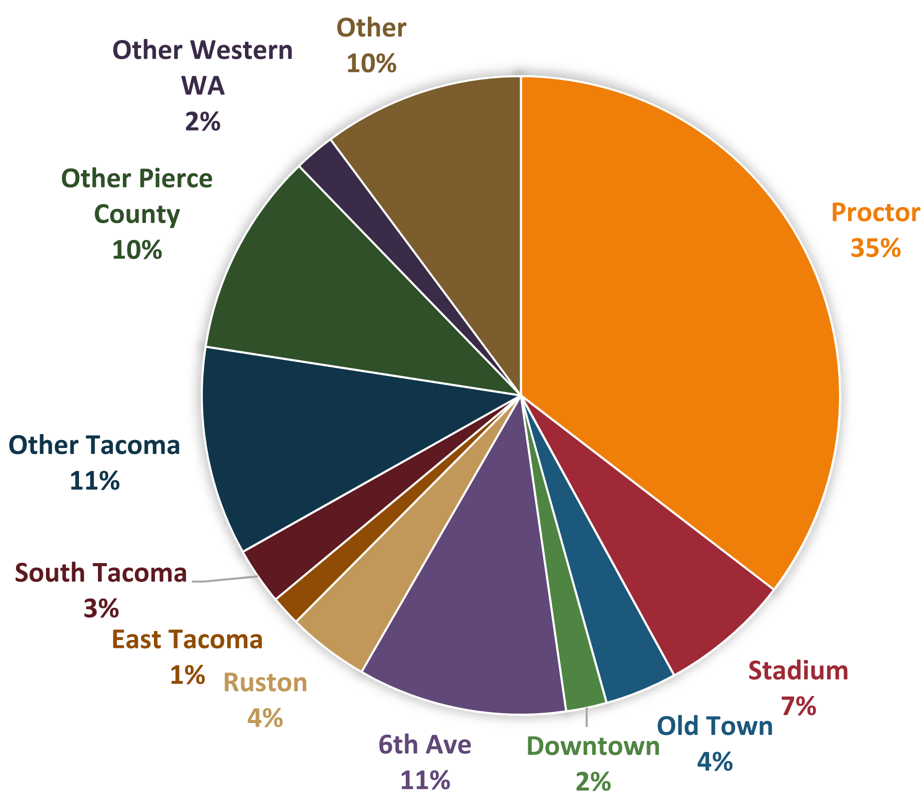


Figure 6. Where Respondents Live by Location (N = 727)

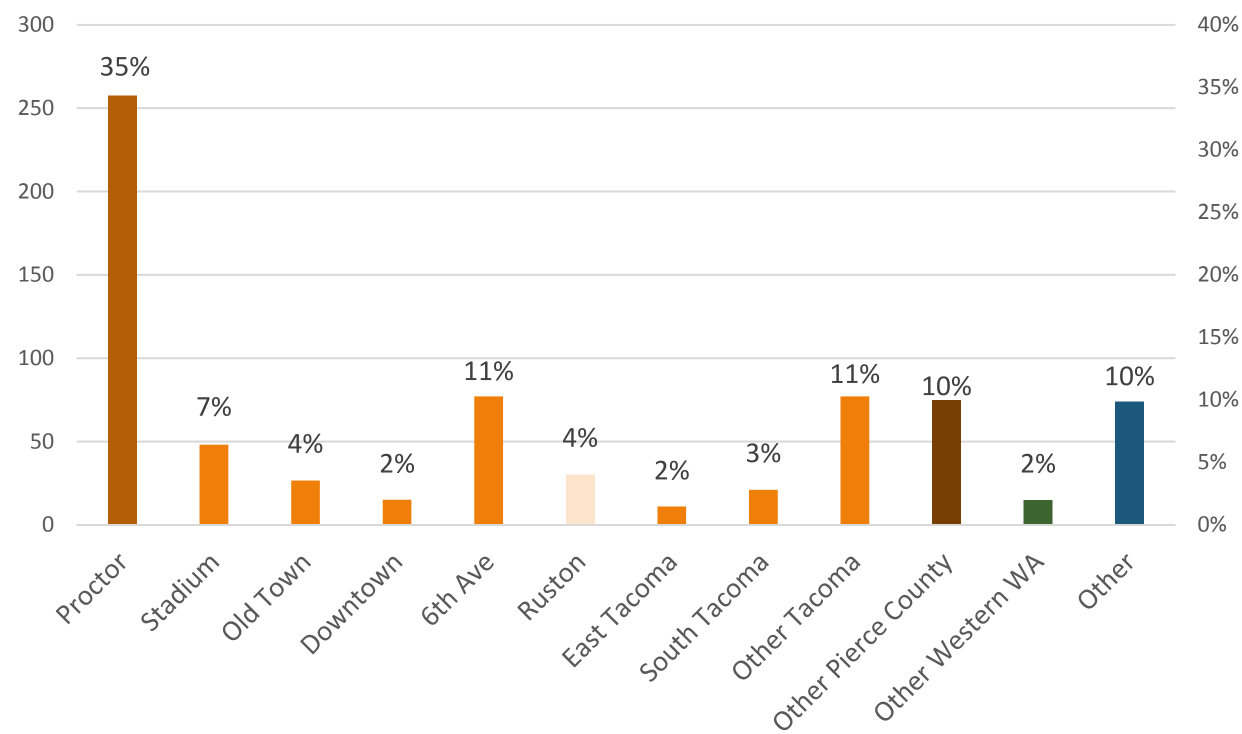


Figure 7. Market Hour by Where Respondents Live (N=727)

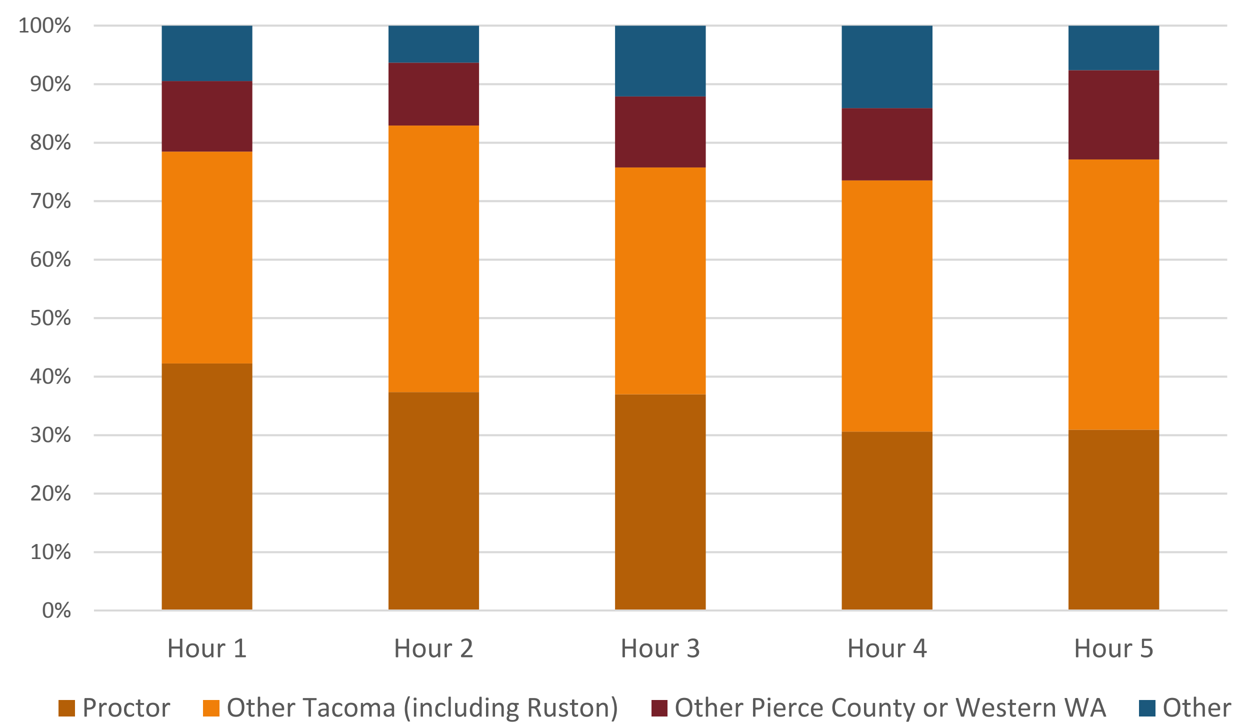
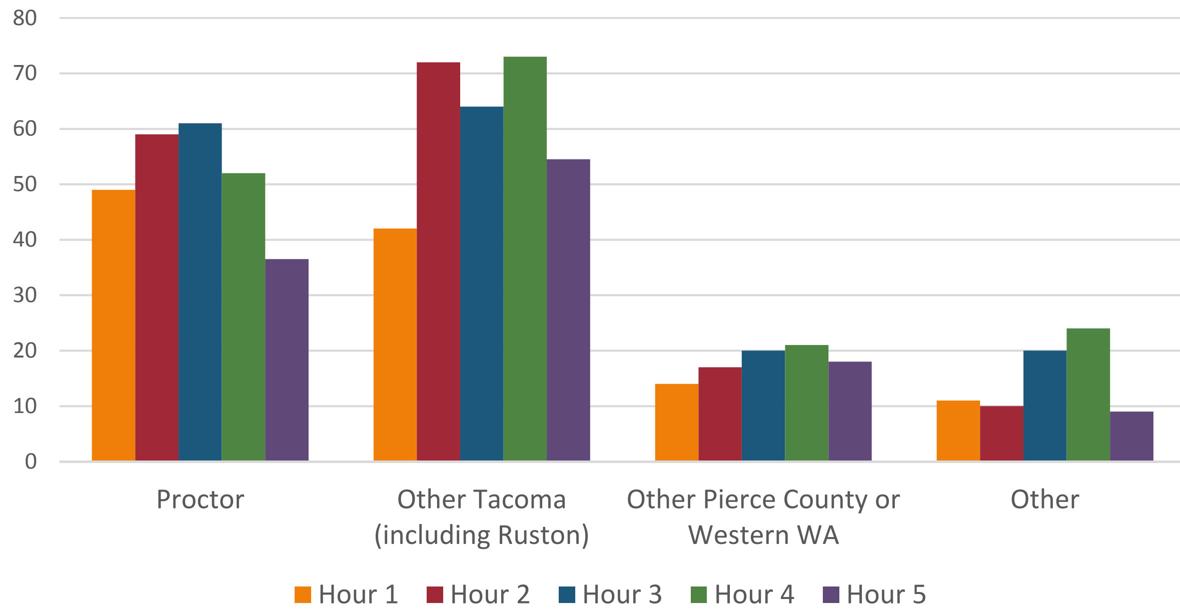
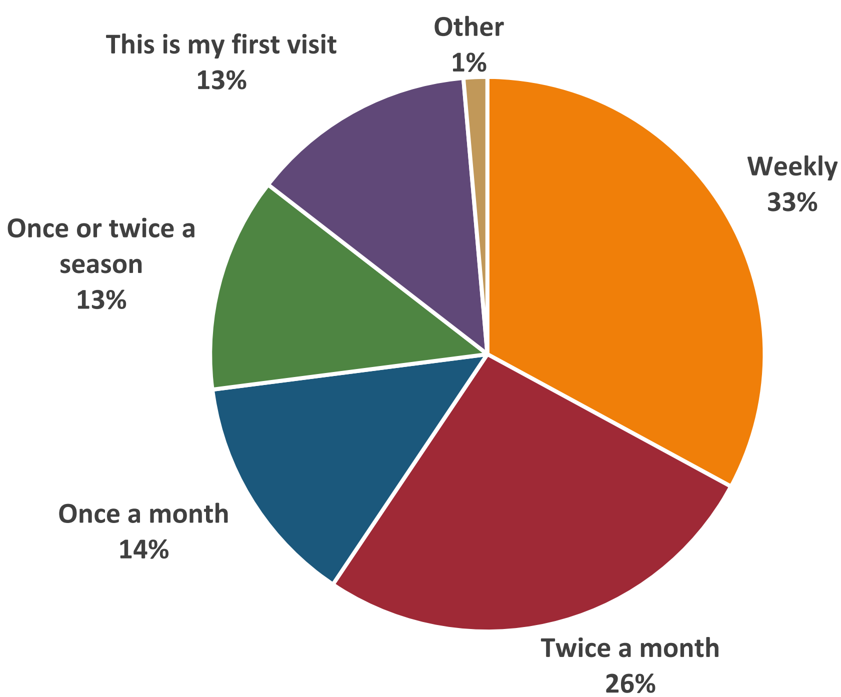


Figure 8. Where Respondents Live by Market Hour (N=727)



The second question asked **"How often do you shop at this farmers market?"** Among the 723 dot survey respondents at the Proctor Farmers' Market, 33% indicated that they shop "weekly," and another 26% said they shop "twice a month." Among less frequent shoppers, 14% said they shop "once a month" and 13% reported shopping "once or twice a season." A smaller proportion (13%) indicated that this was their "first visit" to the market (Figure 9).

Figure 9. How Often Respondents Shop at the Market (N = 723)



Another way to look at this data, is to group shoppers into three groups based on their frequency of shopping at the farmers market:

1. **Regular shoppers**: respondents who selected "Weekly" or "Twice a month" (60%);
2. **Occasional shoppers**: people who selected either "Once a month" or "Once or twice a season" (26%); or
3. **First time visitors**: those who selected "This is my first visit" (13%).

The 10 people who selected "Other" were not included in the above percentages or Figures 10 and 11.

Figure 10. Market Hour by Shopper Frequency (N=713)

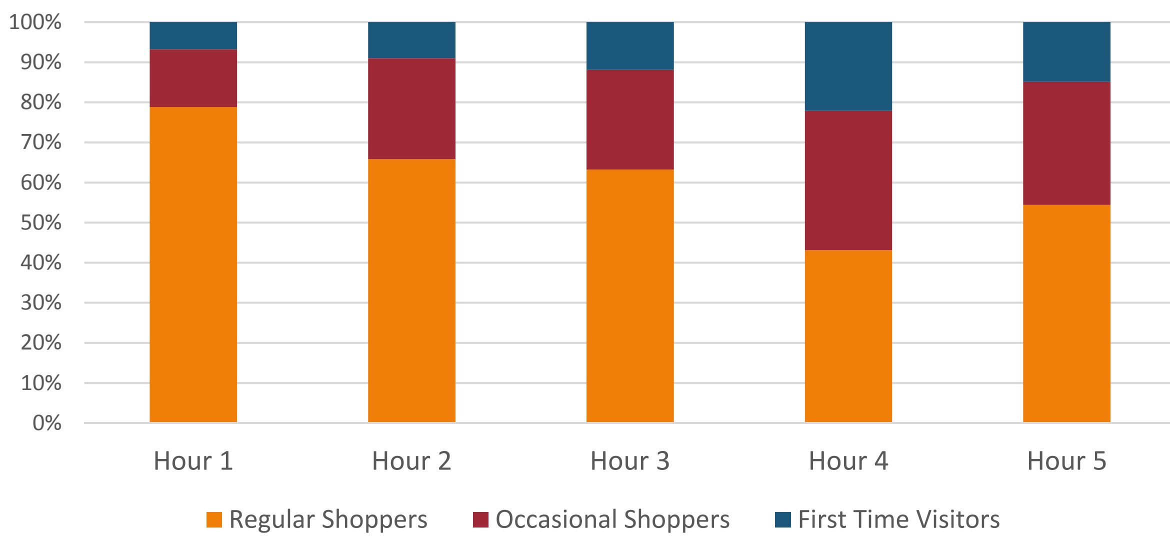
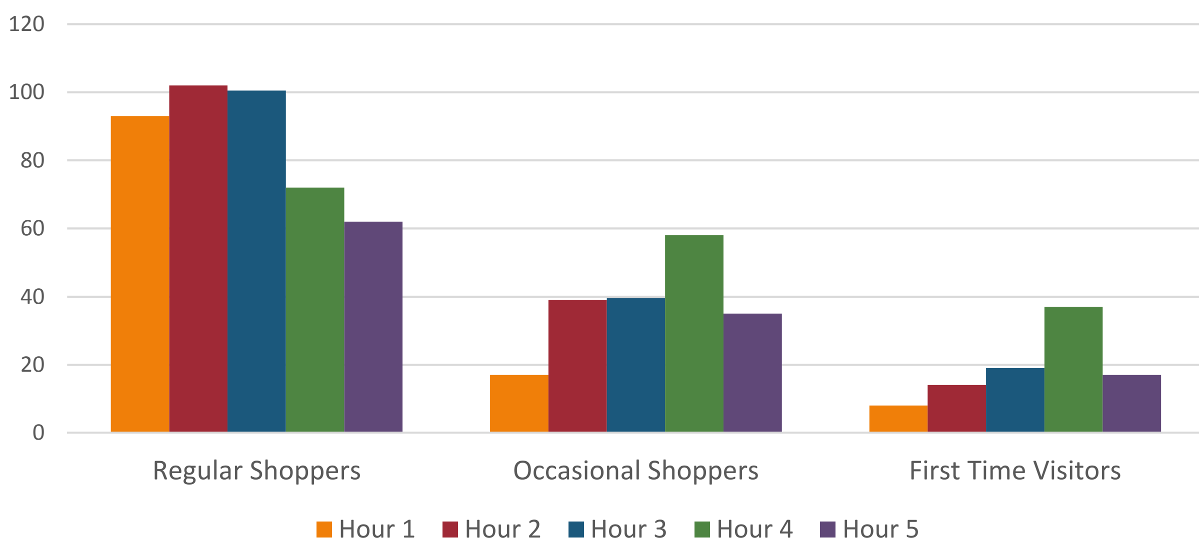


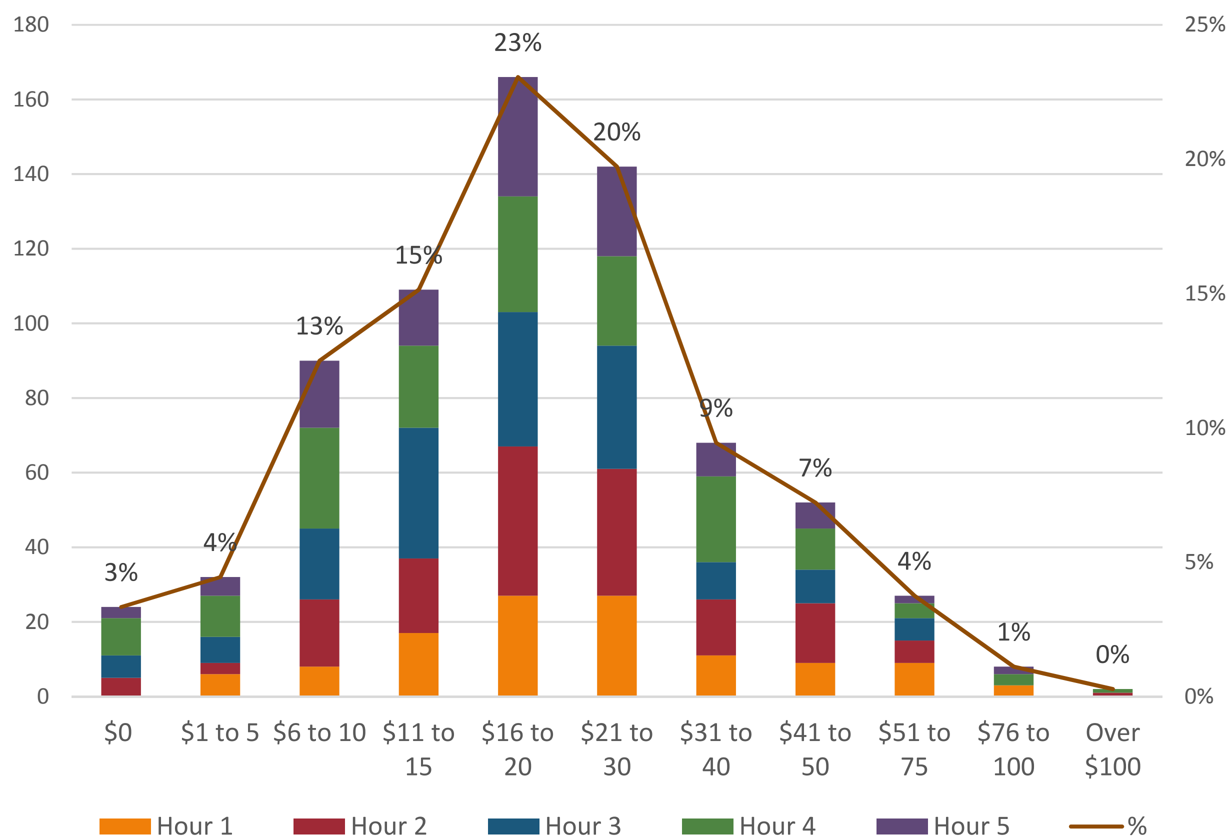
Figure 11. Regular, Occasional, and First Time Shoppers by Hour (N=713)



Looking at the composition of the market hour by shopper frequency by suggests that the market composition favored "regular" shoppers earlier and decreased by each market hour, with a slight increase in the last hour (Figure 10). As a proportion (Figure 10), "occasional" shoppers somewhat increased throughout the day. "First time visitors" seemed to increase throughout the market, peaking in Hour 4 (Figure 10). Looking at the type of shopper by market hour in terms of an actual count (and not a percentage) reflects a similar patter with more "regular" shoppers dominating the first three hours, and "Occasional" shoppers tending to come after the first hour (Figure 11).

Questions 3 and 4 asked about shopper spending at both the farmers market and other neighboring businesses or restaurants: **How much have you (or will you) spend at the farmers market today?** and **How much have you (or will you) spend at other Proctor businesses or restaurants today?** In both cases, respondents are given a range of spending instead of indicating an exact dollar amount which would be too cumbersome for the dot survey method.

Figure 12. How Much Respondents Spent at the Farmers Market (N = 720)



As indicated in Figure 12, the most frequent category selected for spending at the farmers market was $16 to 20 (23%), followed by $21 to 30 (20%). Ninety-seven percent of dot survey respondents spent at least $1.00 at the market, indicating that they were a *shopper* and not just a visitor. More than one in five people (22%) reported spending over $30.00, and three-quarters (75%) said they would spend $30.00 or less (Figure 12).

Average Spending per Shopper

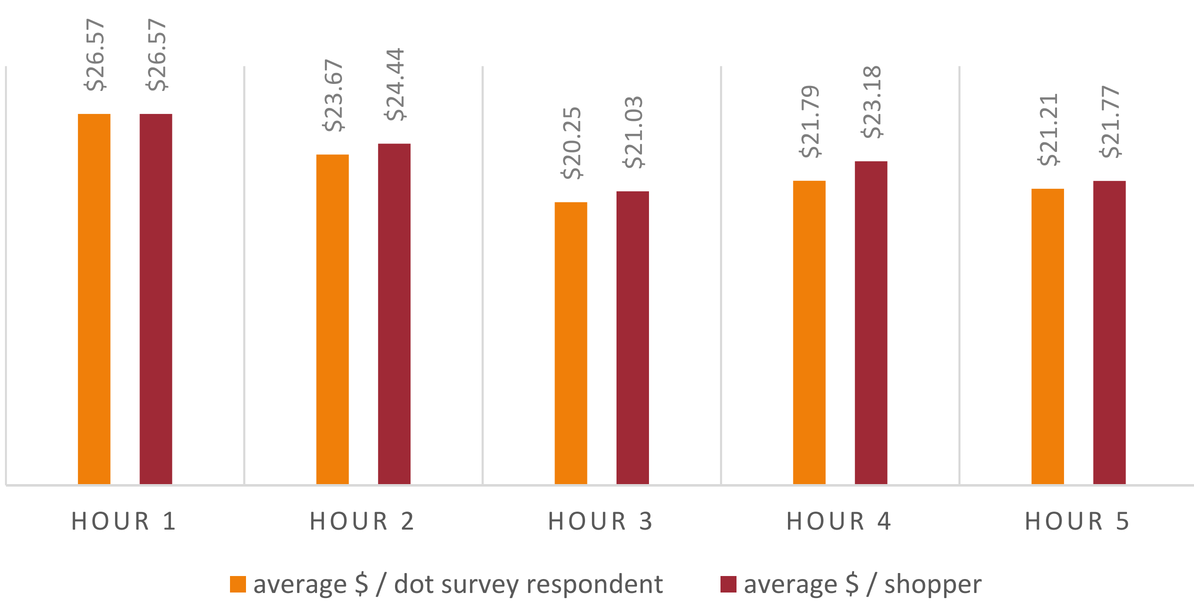
This data from questions 3 and 4 is also used to calculate the average shopper spending and the estimated total sales for the day. The estimated average sales per shopping group are calculated by assigning a dollar value for each response category. So, for "$16.00 to $20.00," the value is $18.00 or the mid-point between the lower and higher possibilities. These values are then multiplied by the number of respondents in each category. The total for each category is then added together to get a total estimated spending from all respondents. This total is then divided by the total number of respondents to get the estimated Average Spending per Shopping Group.

On August 19, 2017, the estimated average spending among all dot survey respondents was $22.54 and $23.32 among shoppers or respondents who had spent at least $1.00 (Table 3). When the average sales is estimated by market hour, Hour 1 has the highest averages ($26.57) and Hour 3 has the lowest averages (Figure 13).

Table 3. Estimated Spending at the Farmers Market by Dot Survey Respondents

Dot Survey Respondents		Estimated Total Farmers Market Spending	Estimated Average Farmers Market Spending
All Dot Survey Respondents	720	$ 16,229	$ 22.54
"Shoppers" (respondents that spent at least $1.00)	696	$ 16,229	$ 23.32

Figure 13. Estimated Average Farmers Market Spending by Hour



ESTIMATED MARKET SALES FOR DAY

Estimated sales are based on the Average Sales per Shopping Group (including those reporting $0) multiplied by the Number of Shopping Groups[1]. Given that there is no validated estimate of the shopping group size, three different shopping groups sizes were used for the calculations. The smallest, 1.7, would represent more single people and couples. The largest, 2.0, would represent shopping groups with larger households or families.

Table 4. Estimated Shopper Groups and Farmers Market Sales for Day

Shopping Group Size	Number of Shopping Groups	Estimated Sales for August 5, 2017
1.7	2,728	$61,481
1.8	2,576	$58,065
2.0	2,319	$52,259

With a total shopper estimate of **4,637**, the number of shopper groups ranges from 2,319 to 2,728. Likewise, the estimated total shopper-reported sales ranges from over $52,200 to nearly $61,500 (Table 4). Methods for collecting or estimating farmers market sales vary widely and precision is a significant challenge for vendors as well as the market. Most transactions are cash, inventory controls can be hard to manage, and prices may vary throughout the day as well as by market. In addition to fatigue and imprecise real-time accounting, there are also potential motivations for vendors to underreport sales to markets. Customer reported sales are also problematic. Nevertheless, there does seem to be a consistent tendency in previous RMAs for customer-reported spending to exceed vendor-reported sales.

While Question 3 focused on the farmers market itself, the purpose of Question 4 is to capture “spill over” spending by farmers market shoppers at other nearby businesses or restaurants. The market is surrounded by mixed-use apartment buildings, a school, church, and commercial area including restaurants. As indicated in Figure 14, 73% of the 703 dot survey respondents spent at least $1.00 at other Proctor district businesses or restaurants. The most frequent category selected for spending at other businesses was “$6 to 10” (13%) (Figure 14).

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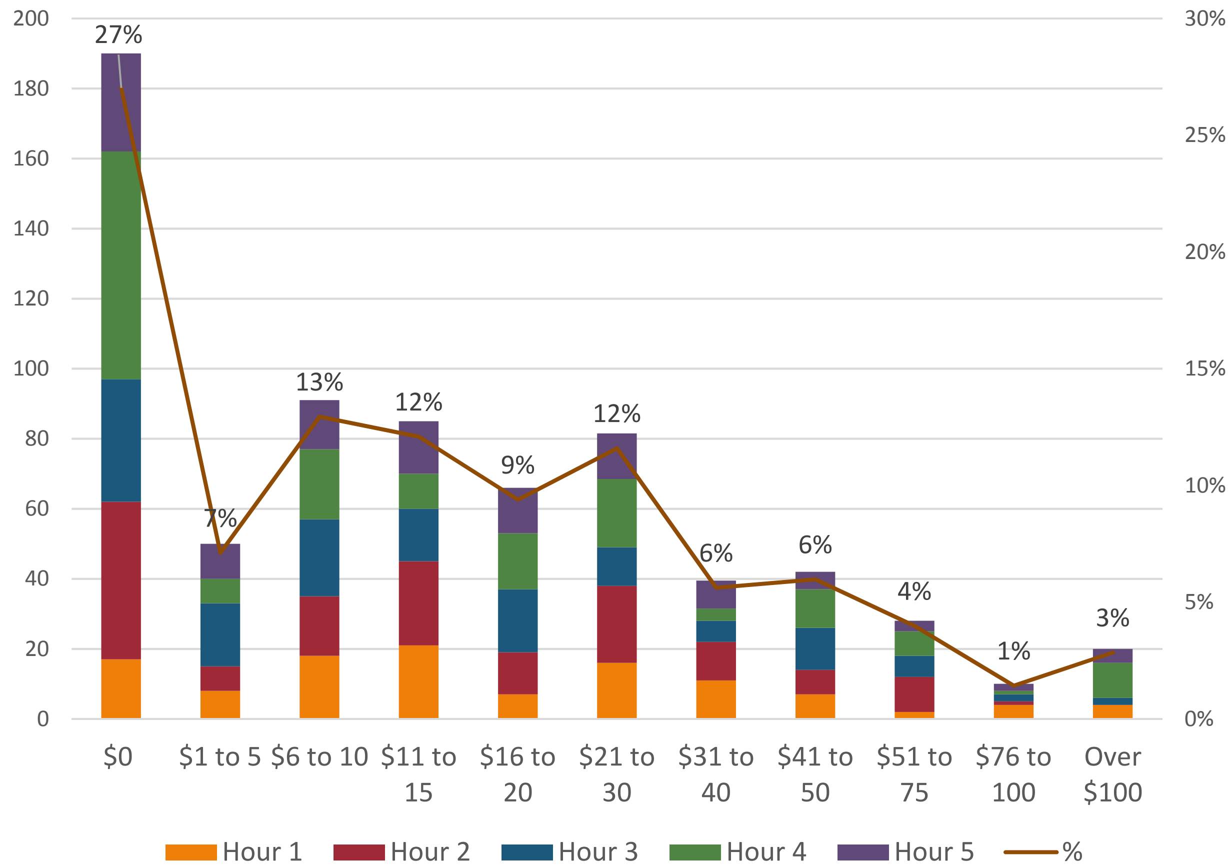
[1] The sampling unit in RMAs is the “shopping group”; shopping groups may consist of individuals, couples, or families. The average size of a shopping group varies by market, depending on the demographics of the area, day of the week, nature of the market, and time of year. If we have an estimated number of shopping groups and an estimate of the average spending, then we can calculate the estimated sales for the day based on these assumptions.

Total Estimated Shoppers/Shopping Group Size = Number of Shopping Groups

Average Spending per Shopping Group ($) X *Number of Shopping Groups = Estimated Total Sales ($).*

Figure 14. How Much Respondents Spent at Other Proctor Businesses and Restaurants (N = 703)



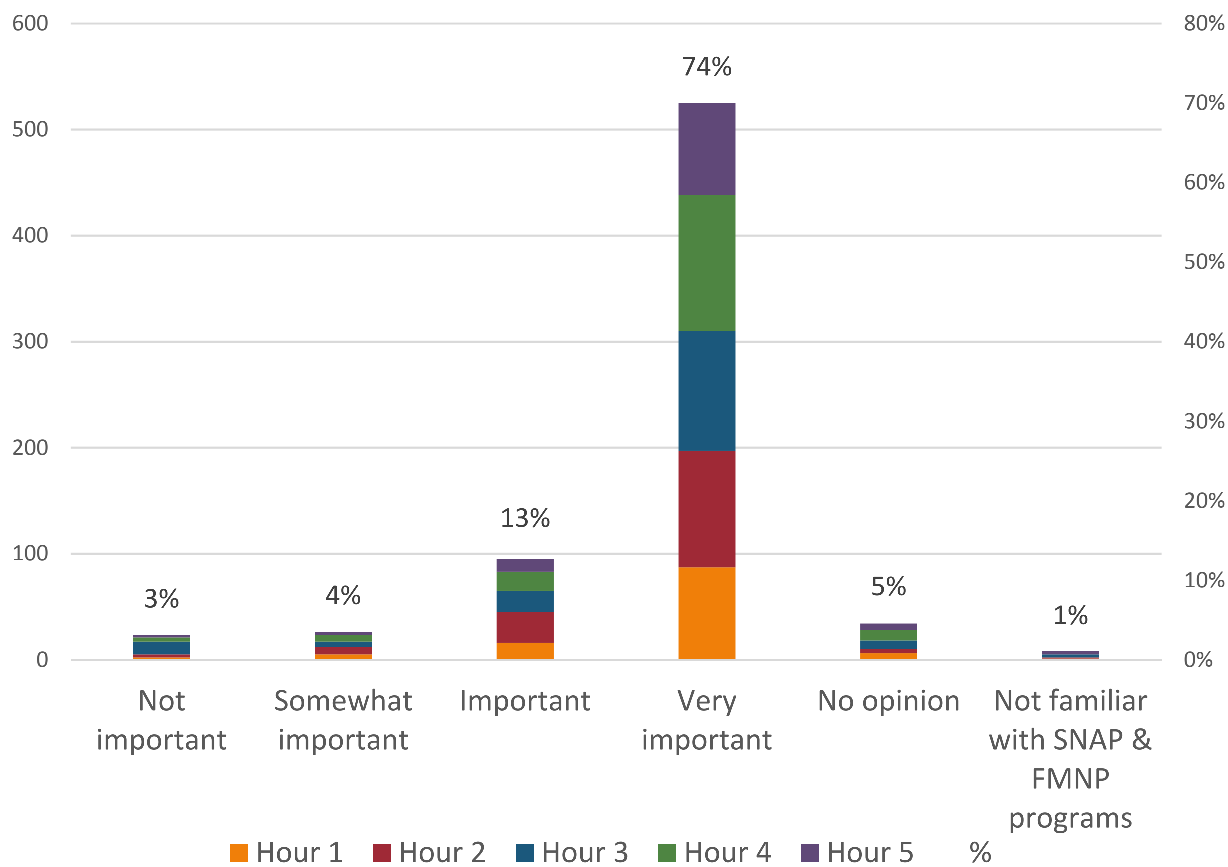
On average, dot survey respondents reported spending an estimated $18.81 at other downtown businesses and restaurants. Among those that reported spending at least $1.00, the average jumps to $25.69, over the comparable average spending among shoppers the farmers market (Table 5).

Table 5. Estimated Spending at Other Proctor Businesses and Restaurants by Dot Survey Respondents

Dot Survey Respondents		Estimated Total Proctor Spending	Estimated Average Proctor Spending
All Respondents	703	$ 13,226	$ 18.81
Respondents that spent at least $1.00 at other Proctor businesses or restaurants	513	$ 13,226	$ 25.78

The fifth "dot survey" question was designed to collect data on how all farmers market visitors feel about food access programs such as the Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps, and the Farmers Market Nutrition Program (FMNP). The latter includes a program for Women Infants and Children (WIC) clients and one for low income seniors.

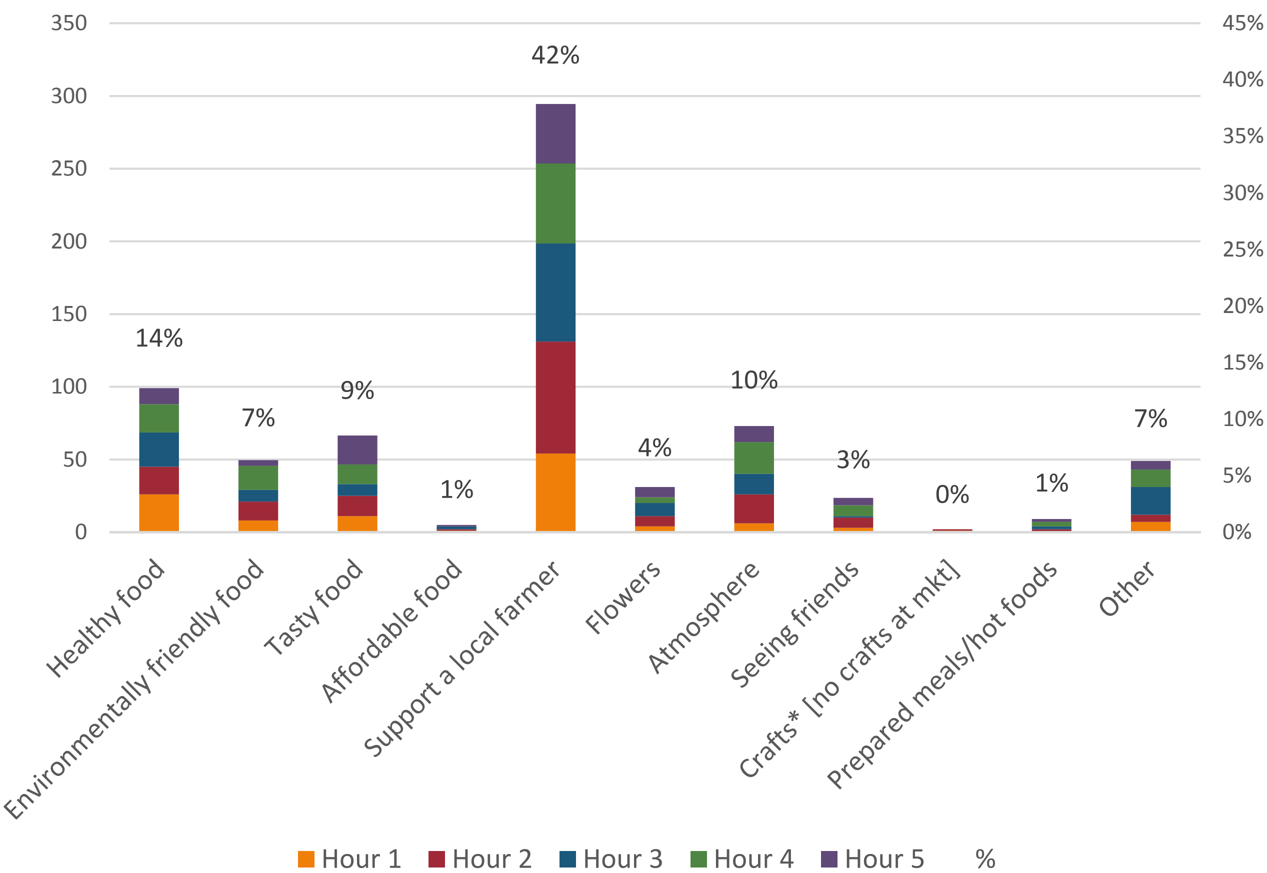
Figure 15. Importance of Low Income People's Ability to Shop at Farmers Market with SNAP EBT (food stamps) or WIC/Senior FMNP (N=711)



Among the 711 respondents, 87% indicated that it was "important" or "very important" that low-income people can use their food nutrition benefits to shop at the Proctor Farmers' Market. Another 4% indicated that it was "somewhat important" and 8% selected "not important" or "no opinion." Very few respondents (1%) indicated they were not familiar with these programs. The Quest card (for SNAP EBT) and Washington State FMNP logos were included on the dot survey flip chart sheet as a visual cue. We cannot assume that shoppers knew that SNAP, the Quest card, and EBT all refer to the same program.

The sixth dot survey question asked "**What is your primary reason for shopping at the market today?"** and had a total of 702 responses. The most frequent response (42%) was to "support a local farmer" followed by "healthy food" (14%) (Figure 16). "Affordable food" and "Prepared meals/Hot food," were the least frequent responses both with 1%, other than "Crafts" with 0%. On multiple occasions the RMA Team observed shoppers expressing a desire to "pick more than one option." It is possible that some of these shoppers opted to select "Other" rather than pick one primary reason.

Figure 16. Primary Reason for Shopping at the Farmers Market (N = 702)



IV. Constructive Comments & Observations from RMA Team

As part of the RMA, each member of the assessment team was asked to note his or her observations about the market's physical site, atmosphere, and vendor and product mix. The purpose was to offer helpful ideas from a "fresh" perspective. Below is a summary of key themes that were noted at the RMA.

We understand that the market may have tried ideas before or have conditions that limit their ability to implement solutions. RMA Team comments are summarized below to share their best thinking for managers' consideration. In some cases, differing suggestions are presented without attempts at reconciliation.

Physical Site: ***This includes access to the market, parking, flow of people and traffic, liability issues, organization, etc.***

Market layout, energy and flow

RMA Team members noted how different areas of the market had different "energy" and "flow." The consensus was that the east side of the market (closer to Proctor St.) had more significantly more energy than the westside. (The east side also is the dominant market "entrance," per Table 2). The concern was that there was a "bottleneck" on the east end and energy was dissipated on the west end. A typical observation was, "Flow all the way through the market seems uneven with people seeming to get stuck at the east end. There seems to be bunches of certain kinds of vendors in places; prepared food vendors along the east end, produce near the middle etc."

One suggestion was "Perhaps market should continue down 27th instead of turning down Madison? Open up more parking and perhaps maintain energy from the east side to the west side of the market." Other comments include:

> *Line seems longest at produce vendors in the morning. Potential for bottleneck? Layout is overall very inviting.*
>
> *Setup seems easy for vendors. Some able to park behind their booths.*
>
> *Lunch time line at Gateway to India was causing a bottleneck. Seems like the circle at the intersection of the church might be a better place for more lunch and prepared food vendors since they cause lines and there is more room to maneuver and maybe even add another covered booth with tables and chairs? Although it is nice to have prepared food scattered throughout. Maybe just put the ones that have long lines down there?*
>
> *A bit congested in the middle. Wonder if vendors scan can pull their canopies back to curbs to widen the path? Nice decision to place wonderful flowers, colorful flowers at main entrance and at 27th and Proctor, attractive.*
>
> *North entrance on Madison Street seems less inviting than the others. 90% blocked off by vehicles, can only see backsides of visible booths. East end of Proctor seems to get quite packed. Line for Baker/produce near church on Madison Street. Stretches across street. Could block flow into from nearby entrance.*
>
> *Center clump of Indian food and empanadas created a little too much of a bottleneck. Keeps too much energy on east end. Great that you have room to grow.*
>
> *East end with vendors pop up over curb on gravel between trees is both really attractive and slightly dangerous. Very inviting area. Good sound levels, clean space, good smells, well run.*
>
> *To me it is important to improve traffic flow and maintain the shopping centric atmosphere. I like that prepared foods are so scattered throughout the market. And not*

concentrated in one area. For me it creates a cleaner market feeling and gives each business a distinction.

More even distribution of vendor types and visual appeal may improve flow along the full length of the market.

Market shade

Booths on the south side of the street end up being on the Shade side and should be prioritized for produce farmers.

10:45 AM. Would be nice to have more areas of shade. The flower area by Proctor has good shade, that's probably why the flowers are located there?

West end is shadier in some parts, but must much less traffic.

Not a lot of shade. Hot days equal hot asphalt.

A little warm at between 12 and 1 PM but enough places to escape into the shade.

Too exposed to sun, wind, etc. on much of the western half.

Seating

Great to have two areas with shaded customer seating tables and chairs.

Three places to sit in shade appealing.

Shaded seating areas are nice

Northwest seating area empty at 1 PM. Do customers know seating is there?

11:30 AM. Lots of sitting on curb to eat, sitting areas full, west end of market definitely needs some more seating, people sitting on the grass of an apartment building at Southeast corner of Madison and 27th.

Accessibility for strollers, walkers and wheelchairs

While overall the market is "easily accessible for strollers," and wheelchairs, the "bathroom is difficult to access with stroller or walker or wheelchair."

Handicap parking options on Madison side are easily accessible.

Sidewalks on West side of market are not ADA accessible. Although the market is.

Market signage

Market signage and branding is good and helpful.

High-quality, inviting sign and flags at intersection of Madison and 27th.

11:15 AM couple dropping off kid at college discovered market and took a picture of sign to show their daughter that there was a market near her.

12 PM customer noted to me that bathroom sign would be helpful.

Excellent use of signs to close roads for safety etc. Could use more SNAP signage. Great Fresh Bucks signage.

Signage for Fresh Bucks and tokens only visible at Proctor side of the market.

Need better warning of southeast curb. Need less trucks than parking on curb and more shade trees planted on north side.

Signage to the street traffic was well done. It is clear if you are driving by that there is an event or market taking place.

Parking and getting to the market

I received a customer complaint about parking. Parking before opening isn't too bad but plenty of customers said they had difficulty finding parking. Not sure there's a good answer yet.

Shopper asked to include her comment that*: "parking is the issue that is most problematic for the Proctor Farmers' Market. From a patron who does all of her grocery shopping here and needs to park close by."*

Accessible by bus. Customer comment regarding bus service and market schedule.

Lack of bike racks.

Customers are curious about bus options and transportation issues. Customers need more spots for parking bikes and sitting down.

I did hear several customers discuss parking issues.

Other comments:

The "restroom" can be less than inviting. As a person who was here all day, same as the vendors, the restroom situation was very off-putting.

People care about safety and atmosphere and success of the market and generally seem to enjoy being here.

Suggestion to move market information booth so that staff is not set too far back.

Market merchandise is great touch and way to generate extra income for market totes posters etc.

People want to compost, recycle and find trash bins easily.

Atmosphere: *This includes the overall "feel" of the market, type of shoppers, conversations, educational activities, community connections, etc.*

Overall

Atmosphere was very inviting. I thought having the music and kids booth was wonderful.

This market is busy and has steady flow of customers! Great mix of entertainment, educational activities, prepared food, farmers and processors.

Good base of return customers. Good job keeping them coming back.

Friendly and lively atmosphere, good diversity in crowd.

Social atmosphere. Street wide enough for gathering and conversations.

Heard a lot of "this market is great" type comments. People seem to like the diversity of vendors. Could smell Indian and pizza and tamales throughout the market. Cozy inviting overall.

It's very inviting. Lots of good smells, chatter, music, smiles.

Happy. Great weather didn't hurt either. Good attendance.

Music

Music was good fit.

Musicians on the east end are great but this is super close to car traffic.

9:30 AM. Music draws you into the central area of the market.

Music could be heard throughout the market. First band not loud at any particular point. Second band a little loud and difficult to hear vendors around the music booth

Afternoon music has interactive element with kids. Awesome and very inviting but a little loud at points.

9:45 AM. End of the market by the church (Madison) can hardly hear music, sleepier and slower atmosphere. Probably have different music and musician at that end with no interference. Ah yes, now at 10:05 there is a fiddler there! Love all the music. Some on Proctor Street too.

I enjoyed the music as part of the market and not as a completely separate event.

9:30 AM. Really like the music, can't hear it well past approximately 50 feet. Seems family-friendly. 11:30 AM. Gap in music during what feels like highest. It is noticeable.

Music should be moved to another location, perhaps to west end?

Activities

Kids corner popular throughout the day. Fun.

Things to do for kids, no major obstacles for strollers.

Master gardeners and Junior League booths are different educational opportunities.

Saw quite a few people at master gardeners booth great tips!

Dogs

Dogs are allowed. Where are the dog signs or rules? Update. Saw sign! Maybe move towards entrance?

Shopper complained about dogs, safety concerns, atmosphere concerns. Came up to us to complain.

Proliferation of "pups" so many dogs. There are repeated doggy confrontations. Thankfully most owners here are good pet owners.

People seem to love that they can have their pets here. It is like a show and tell for pets. The asphalt seems too hot for pets.

Smells

I keep getting whiffs of spent propane.

Lots of yummy food smells all day long!

Shopper observations

The customers here all have bags and are here to shop and spend money. There seems to be less "hanging out "and people watching. Most of the farmers have lines of customers with product in hand. At about 1:30 PM the customer volume diminished.

Shopper demographics seem pretty diverse and age race kids type hard to quantify but didn't seem like just one type.

Lots of families!

After 1 PM it quiets down a bit, but there are more deals, discounts and options later on! It's easier to get in the booths and vendors.

Shopping atmosphere. People seem like they are here to shop! Places for people to sit, but not too comfortable, people are shopping and eating but not milling around.

Other

I received a coupon for a haircut from a canvasser.

Vendors and Products: ***This includes access to the market, parking, flow of people and traffic, liability issues, organization, etc.***

Overall:

Generally high-quality products and professional and friendly setups. Good mix variety.

Produce vendors seemed very busy throughout day and had abundance through noon rush. Quality of booths is great. Things are presented well. And the setups are inviting. Many vendors are interactive and offering samples.

Good customer service, very friendly vendors that I talk to.

Great mix. Some vendors could use better signage. Some don't identify themselves at all. Until you get up close and ask. Minimalist display. But probably due to volume. Mostly friendly and talkative.

Signage and displays

Signage and vendors' overall transparency is a significant factor for customers' trust in the market and products.

Overall the displays and experience with the vendors was very positive and inviting. There were only two vendors without signage which discouraged my initial desire to approach the booth. Uninviting when vendors are on their phones.

"We have bacon" sign I like it!

Seems the more signs and signage, the more customers or interest.

Meat vendors need to improve displays; too much white tent, white cooler, need more color and imagery.

Product mix

Consider looking for egg vendor. This would really round out the farm product at Proctor Farmers' Market.

Nice mix.

There seems to be a large variety of vendors. There are still three vendors selling plants this late in the season. Several wineries also present.

Asked about gluten-free options, pleased to find lots at Dancing Bee. Also found more later at lunch of seafood chowder that was gluten-free and Yumm!

Three meat vendors: beef, pork, chicken. No cheese vendor.

I wish there were more food vendors that use more local food.

I'd suggest limiting t only one Eastern Washington peach/stone fruit grower.

Additional comments:

Both honey vendors are very close to each other.

Some vendors with limited product and display had double booths while other vendors with apparently more product had less space.

A major vendor was not set up until well after 9 AM.

Longline at vendor at Madison side of market.

I'm surprised that the Tavern does not try to advertise more to market customers.

Customers like to sample the products, compare the products. Customers are trying to be efficient, so they want it straight and simple.

V. Conclusion

The Proctor Farmers' Market is a medium-sized, 43-week seasonal market operating on Saturday mornings in Tacoma's Proctor District. The nonprofit market is in its 23rd season and managed by Karen Bowes with the help of Audrey Ginger, Isaac Larson, and Miguel Mendez. On August 19, 2017, there were an estimated 4,637 visitors. Attendance felt busy throughout the market and the RMA Team commented on the friendly, community feel. Currently, 57 unique farm, processor, and prepared food businesses vend at the Proctor Farmers' Market.

The dot survey results for August 19 indicate that 97% of visitors are farmers market shoppers (Figure 12). The market primarily draws shoppers locally – especially from Proctor (35%) and other Tacoma neighborhoods, including Ruston (42%) (Figure 5, 6). Another 10% of visitors were from other parts of Pierce County. Ten percent selected "Other," meaning they did not live in one of the options listed in the dot survey (Figures 5, 6). Visitors primarily entered the market through the "North Proctor Street" entrance (62%) (Table 2).

On average, market shoppers spent an estimated $23.32 at the Proctor Farmers' Market on August 19, 2017 (Table 3). The estimated spending peaked in the first hour at $26.57 (Figure 13). There were more "regular" shoppers in the market during the first three hours, whereas "occasional" shoppers were more present during the middle of the market (Figure 10, Figure 11). "First time" visitors came in two waves, peaking in Hours 2 and 5 (Figures 10, 11). The number of "Proctor" shoppers were more frequent in Hours 1 to 3, whereas "Other Tacoma" shoppers seem to in the middle of the market (Figure 7, 8). Visitors from "Other" (meaning not one of the local communities or counties listed) seemed to be more present in Hours 3 and 4 (Figures 7, 8).

Almost three-fourths (73%) of farmers market visitors reported also shopping at other Proctor businesses and restaurants, spending an estimated average of $25.78, above the average spending at the farmers market (Tables 3, 5). Most (87%) dot survey respondents indicated it is "important" or "very important" that low-income people can shop at this market with their SNAP EBT and FMNP benefits (Figure 15). When asked about their primary reason for shopping at the Proctor Farmers' Market, the most frequent response was "to support a local farmer" (42%), followed by "healthy food" (14%) (Figure 16).

Appendix 1. Dot Survey Questions, Responses, and Counts

Proctor Farmers' Market: August 19, 2017
Rapid Market Assessment

An average of 714 people answered each of the six dot survey questions. This represents an overall estimated intercept rate of 15%.

Dot Survey Question	Responses	Total	%
1. Where do you live?	Proctor	257.5	35%
	Stadium	48	7%
	Old Town	26.5	4%
	Downtown	15	2%
	6th Ave	77	11%
	Ruston	30	4%
	East Tacoma	11	2%
	South Tacoma	21	3%
	Other Tacoma	77	11%
	Other Pierce County	75	10%
	Other Western WA	15	2%
	Other	74	10%
	Total Q1	**727**	**100%**

2. How often do you shop at this farmers market?	Weekly	238	33%
	Twice a month	191.5	26%
	Once a month	98	14%
	Once or twice a season	90.5	13%
	This is my first visit	95	13%
	Other	10	1%
	Total Q2	**723**	**100%**

3. How much have you (or will you) spend at the farmers market today?	$0	24	3%
	$1 to 5	32	4%
	$6 to 10	90	13%
	$11 to 15	109	15%
	$16 to 20	166	23%
	$21 to 30	142	20%
	$31 to 40	68	9%
	$41 to 50	52	7%
	$51 to 75	27	4%
	$76 to 100	8	1%
	Over $100	2	0%
	Total Q3	**720**	**100%**

Dot Survey Question	Responses	Total	%
4. How much have you spent (or will you spend) at other Proctor businesses or restaurants today?	$0	190	27%
	$1 to 5	50	7%
	$6 to 10	91	13%
	$11 to 15	85	12%
	$16 to 20	66	9%
	$21 to 30	81.5	12%
	$31 to 40	39.5	6%
	$41 to 50	42	6%
	$51 to 75	28	4%
	$76 to 100	10	1%
	Over $100	20	3%
	Total Q4	**703**	**100%**

5. How important is it to you that low-income people can shop at this farmers market using SNAP (food stamps) or WIC/Senior FMNP?	Not important	23	3%
	Somewhat important	26	4%
	Important	95	13%
	Very important	525	74%
	No opinion	34	5%
	Not familiar with SNAP & FMNP programs	8	1%
	Total Q5	**711**	**100%**

6. What is your primary reason for shopping at this farmers market today?	Healthy food	99	14%
	Environmentally friendly food	49.5	7%
	Tasty food	66.5	9%
	Affordable food	5	1%
	Support a local farmer	294.5	42%
	Flowers	31	4%
	Atmosphere	73	10%
	Seeing friends	23.5	3%
	Crafts* *[no crafts at mkt]*	2	0%
	Prepared meals/hot foods	9	1%
	Other	49	7%
	Total Q6	**702**	**100%**

Appendix 2. Tapestry Demographics

Source: http://www.esri.com/data/tapestry/zip-lookup