

July 27, 2017

# South Perry Farmers Market 2017 Rapid Market Assessment Report



**THURSDAY MARKET**  
in the SOUTH PERRY DISTRICT



Colleen Donovan and Karen Kinney  
September 30, 2017

# South Perry Farmer Market 2017 Rapid Market Assessment Report

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## I. Introduction

On Thursday, July 27, 2017, a Rapid Market Assessment (or “RMA”) was conducted at the Thursday Farmers Market in the South Perry District of Spokane, WA led by Colleen Donovan, in partnership with Karen Kinney of the Washington State Farmers Market Association and Market Manager, Karyna Hamilton. 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 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 South Perry Farmers Market RMA Team**



**Anna Kestell**, WSU Extension Spokane Co.



**Laura Carey**, South Perry FM vendor and board member.



*Front row (left to right):* **Ada and Karyna Hamilton**, South Perry Thursday Market; **Pat Munts**, WSU Extension Spokane Co. *Middle row (left to right):* **Will O’Donnell**, Washington State Farmers Market Association (WSFMA); **Sonora Stampfly**, Kittitas Co. Public Health SNAP Ed; **Karen Kinney**, WSFMA. *Back row (left to right):* **Rob Allen**, Fairwood Farmers Market, **Chris Bieker**, USDA Farm Service Agency; **Des Boucher**, Department of Social and Health Services; **Shane Laib**, Downton Farmers Market – Walla Walla; **Brandy Morris**, Hillyard Farmers Market; **Colleen Donovan**, RMA Coordinator. *Not pictured:* **EJ Iannelli**, Emerson-Garfield Farmers Market.

## Farmers Market Overview

<b>Market</b>	The Thursday Market in South Perry District
<b>Market Opened</b>	2005
<b>Incorporation</b>	South Perry Farmers' Market Association
<b>Mission</b>	To foster a marketplace for farmers and the betterment of the community and food access.
<b>2017 Market Season</b>	May 4 to October 26, 2017 (25 weeks)
<b>2017 Market Hours</b>	3:00 pm to 7:00 pm (4 hours)
<b>2017 Market Day</b>	Thursday
<b>Location</b>	924 S Perry St, Spokane, WA 99202
<b>Market Staff</b>	Karyna Hamilton, Market Manager
<b>Market Volunteers</b>	None
<b>Vendor Fees</b>	Full season, two payments, partial season, daily rate
<b>Vendors</b>	50
<b>Currencies Accepted</b>	<ul style="list-style-type: none"><li>• WIC &amp; Senior FMNP</li><li>• SNAP EBT</li><li>• KERNEL cash, an incentive for kids to participate in a learning curriculum.</li></ul>
<b>Sales</b>	Over \$250,000 reported
<b>Community Booths</b>	At least a dozen
<b>Memberships</b>	Washington State Farmers Market Association Inland Farmers Market Association
<b>Website</b>	<a href="https://www.thursdaymarket.org/">https://www.thursdaymarket.org/</a>

## Market Community

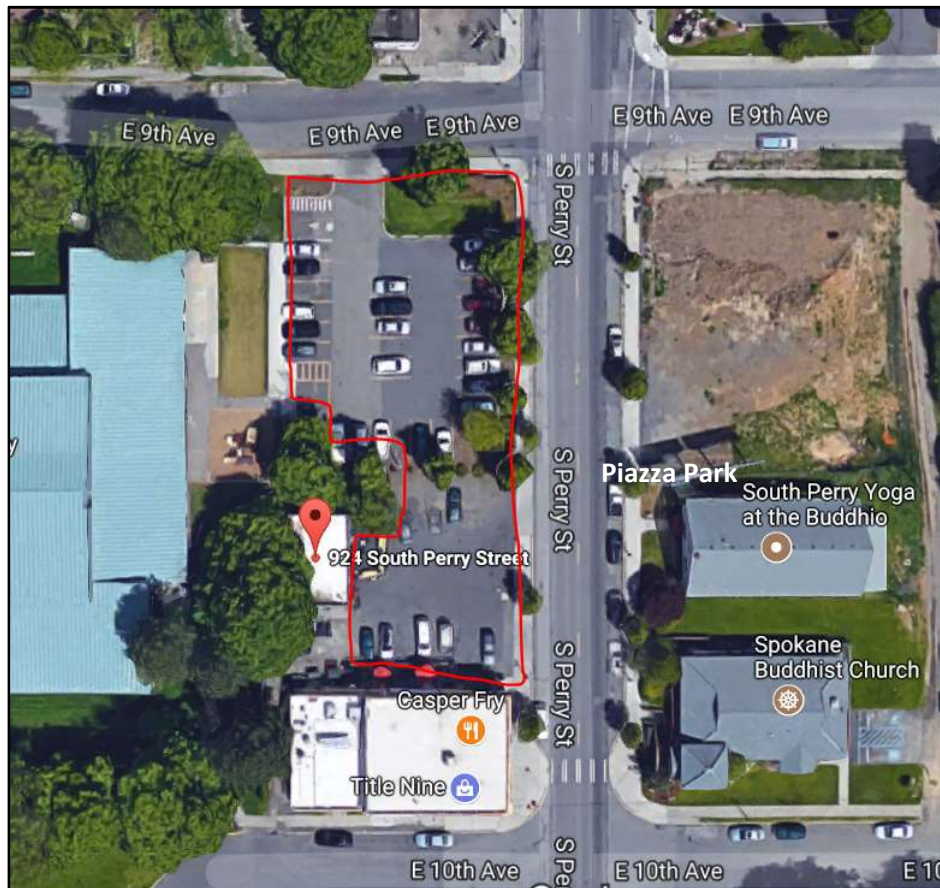
While the City of Spokane's population is just under 216,000 (2016), there are about 5,000 people living in its South Perry District which dates to the 19th century and "is undergoing something of a gentrification-fueled renaissance" (Wikipedia). According to ESRI Tapestry ZIP

code lookup, 22% of South Perry’s residents fit the “Set to Impress” market segment, 16% are “Hardscrabble Road,” and 12% are “Metro Fusion” (<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 around 34K (compared to 50K for Spokane County); median age is 28.3 (younger than the county and state median ages); and there is a population density of 3,432 people per square mile (far greater than the rest of the county). According to the 2012 Census of Agriculture, Spokane County has 406 direct marketing farms. There are eight farmers markets in the City of Spokane and several more in neighboring towns and suburbs.

## Market Location

The Thursday Market is in its 11<sup>th</sup> season in the South Perry District, a mixed residential and commercial area. The farmers market site is comprised of two parking lots: one in front of “The Shop” and the other is leased from Grant Elementary during the summer season when the school is closed. The lot in front of “The Shop” holds 23 to 24 booths in the shoulder seasons (May through June and September and October). During the peak season (July and August), the site is expands into the lower parking lot and can hold up to 50 booths. There is street parking as well as a nearby park parking lot.

**Figure 2. Satellite view of market site**



Source: Google Maps (accessed 9-7-2017)

## II. Estimated Market Attendance

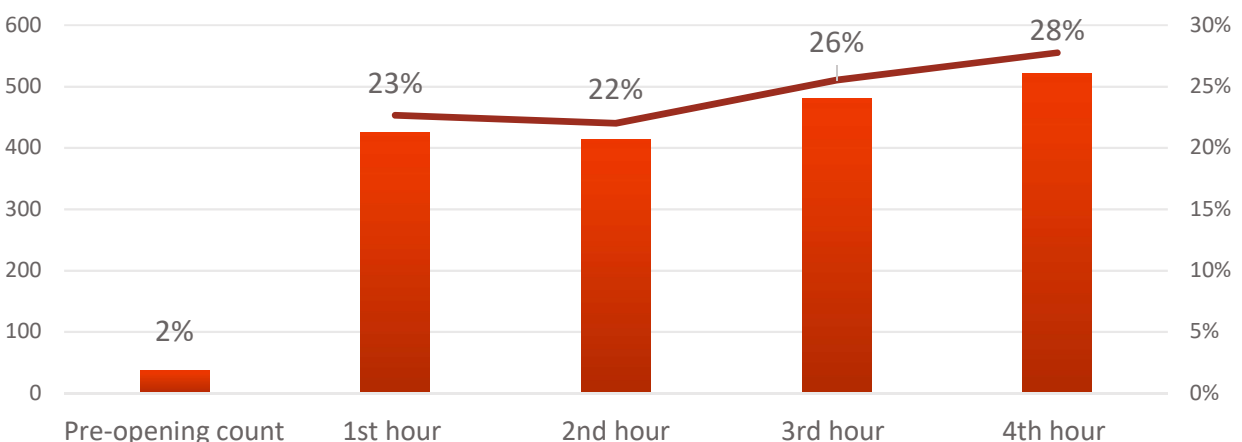
The results presented here represent detailed findings from a **single market day**. Throughout a market season numerous factors influence attendance, including the growing season, weather, and other community events. The day of the RMA was a hot, sunny summer day with little breeze, especially at the beginning of the market. The market set up misters and shade in the upper parking lot that gave shoppers and vendors some reprieve.

An estimated 1,880 people came to the South Perry Farmers Market on Thursday, July 27, 2017 (Table 1). While the heat may have deterred some shoppers, the market felt busy without being overly crowded. Potential shoppers entering the market were counted by RMA team members at six “entrances” into the market site for a ten-minute period during each hour of the market. The six entrances were consolidated into four 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 People	Percent of Total
Pre-opening count	38	2%
1st hour: 3:00 pm to 4:00 pm	426	23%
2nd hour: 4:00 pm to 5:00 pm	414	22%
3rd hour: 5:00 pm to 6:00 pm	480	26%
4th hour: 6:00 pm to 7:00 pm	522	28%
<b>Estimated # of Market Visitors</b>	<b>1,880</b>	<b>100%</b>

**Figure 3. Estimated Number of Market Visitors by Hour, 3:00 pm to 7:00 pm**



**Table 2. Estimated Visitors by Market Entrance**

E 9th Ave	South Perry St, north “lower” market	South Perry St, south “upper” market	Back Alley
			
552	342	894	54
29%	18%	48%	3%

Note: The total (98%) does not include the pre-market count of shoppers who were already in the market when it opened at 3:00 pm.

### Visitor Count Findings and Observations:

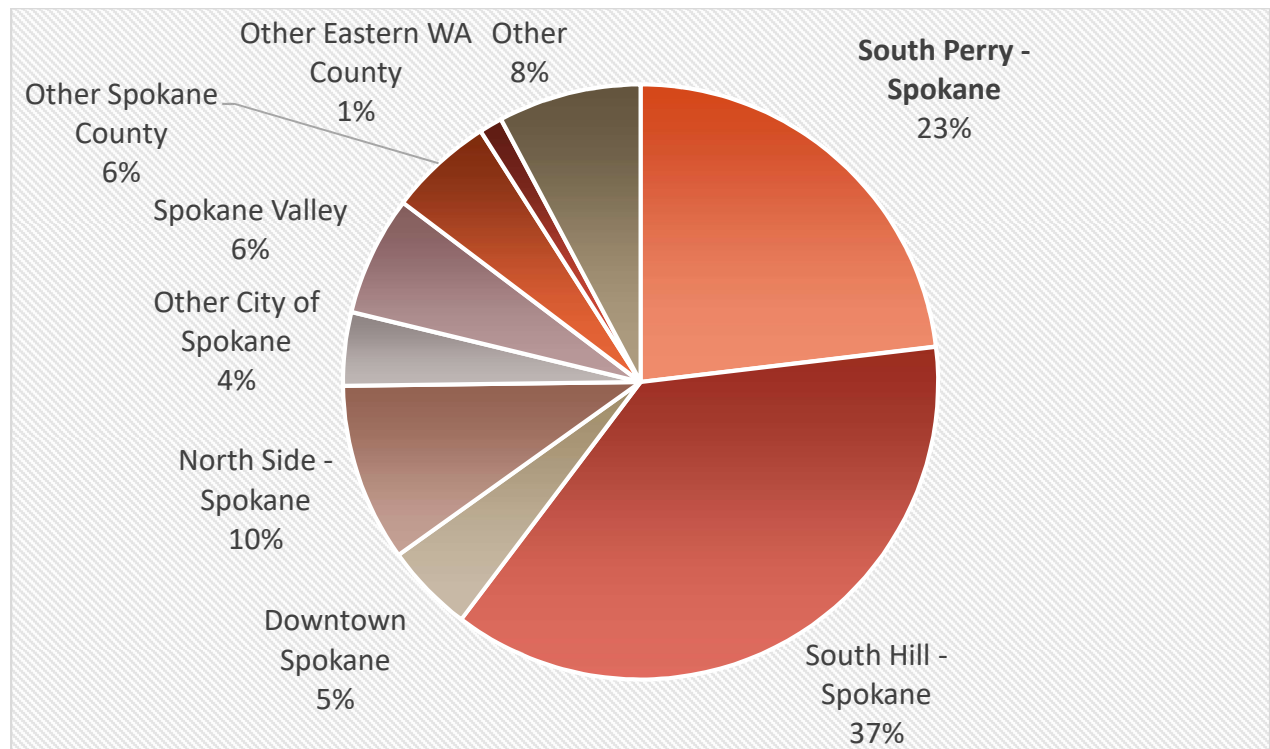
- The last two hours were a bit higher (26% and 28%) than the first two hours (23% and 22%). However, overall, the number of visitors entering the market was very steady from beginning to end.
- Two-thirds (66%) of visitors entered from South Perry St. Most (48%) entered from the “upper market” to the south closer to Casper Fry’s where there are designated, paved entrances. Other market visitors (18%) entered the “lower market” from South Perry St. by walking through paths in the landscaping.
- Another 29% of visitors entered the “lower” or north end of the market from E. 9<sup>th</sup> Avenue, a quiet residential area.
- As expected, only a small number (3%) of people entered the market through the back alley. There is a large parking area just beyond the back alley.
- A RMA Team member observed that market does not appear to have a “designated” entrance, marked by flags, A-boards, or a banner.
- Others noted that shoppers seem to spend a long time at market socializing.
- It may be worth exploring keeping the market open later in July and August when the days are long (and hot) and product is peaking.

### 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, in the southeast corner of the school parking lot. Throughout the afternoon, 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.” 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, 476 people answered the six dot survey questions. This represents an impressive estimated 25% of all people at the market that day.

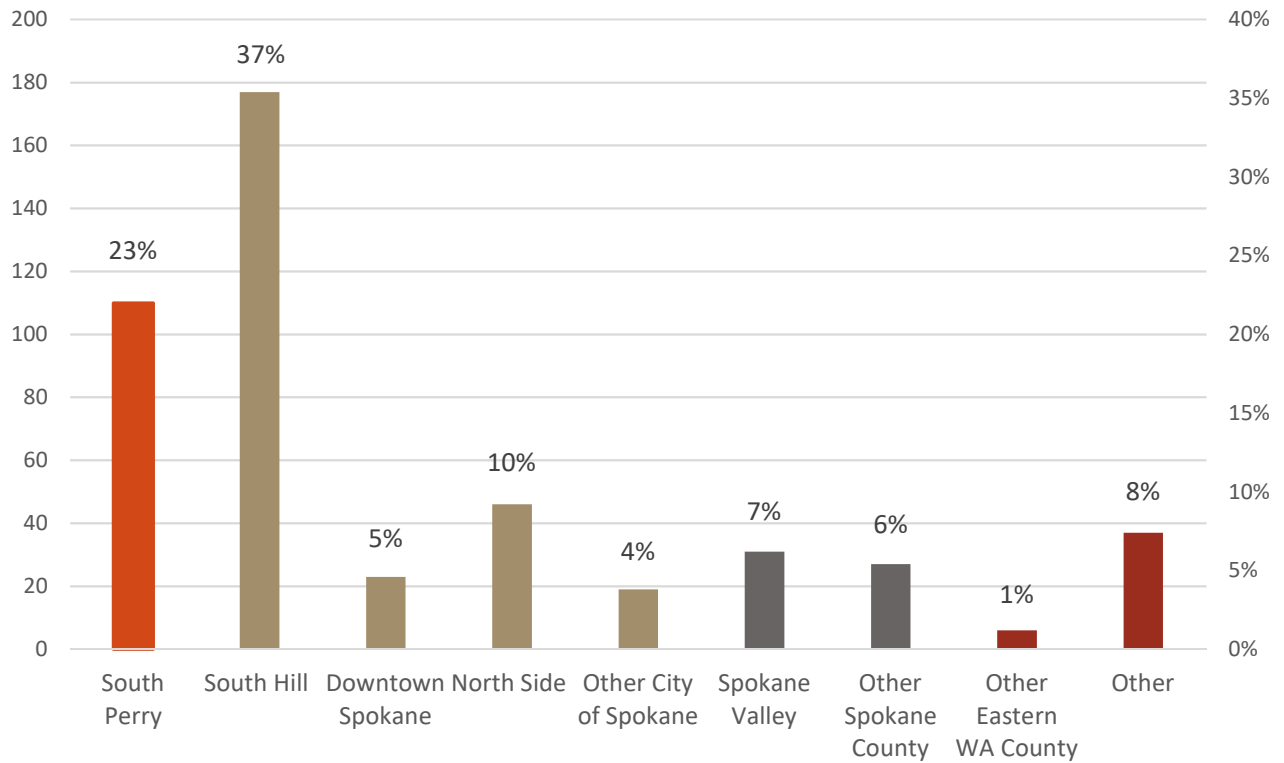
The first question asked people in the farmers market **“Where do you live?”** and had 476 responses. Among these respondents, 23% live in the South Perry District, 37% live in South Hill, and a total of 79% live in the City of Spokane. Another 12% reported living in other Spokane County cities. In all, only 9% reported living outside of Spokane County (Figure 4). These results affirm that this is a very much a neighborhood market. As indicated in Figure 8, people living in South Perry increased steadily from Hour 1 to Hour 4 of the market. People from other parts of Spokane had an early wave in Hour 1 and then increased again in Hours 3 and 4. People from other parts of Spokane County tended to decrease after Hour 2.

**Figure 4. Where Respondents Live (N = 476)**

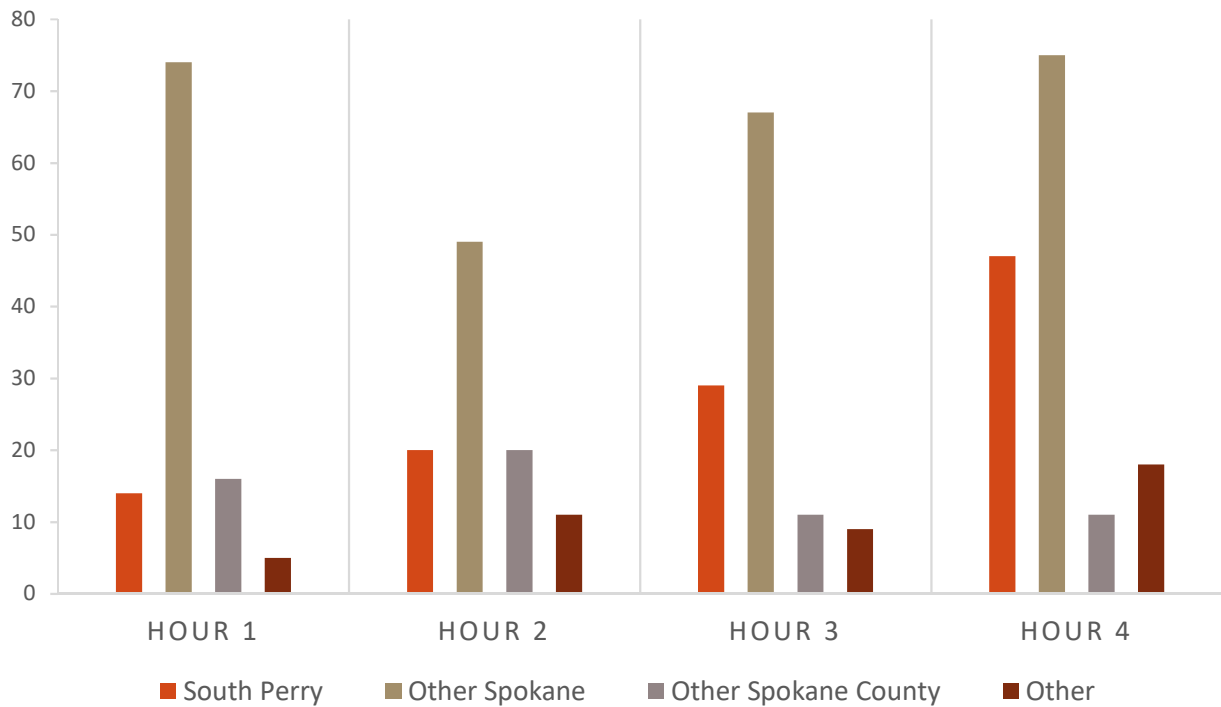




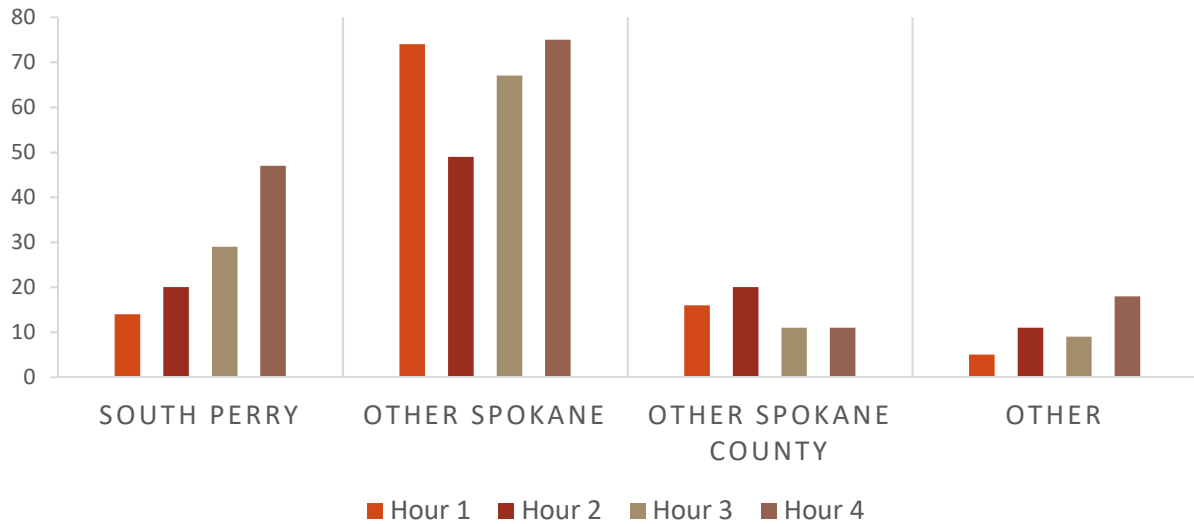
**Figure 5. Where Respondents Live by Location (N = 476)**



**Figure 6. Market Hour by Where Respondents Live (N=476)**

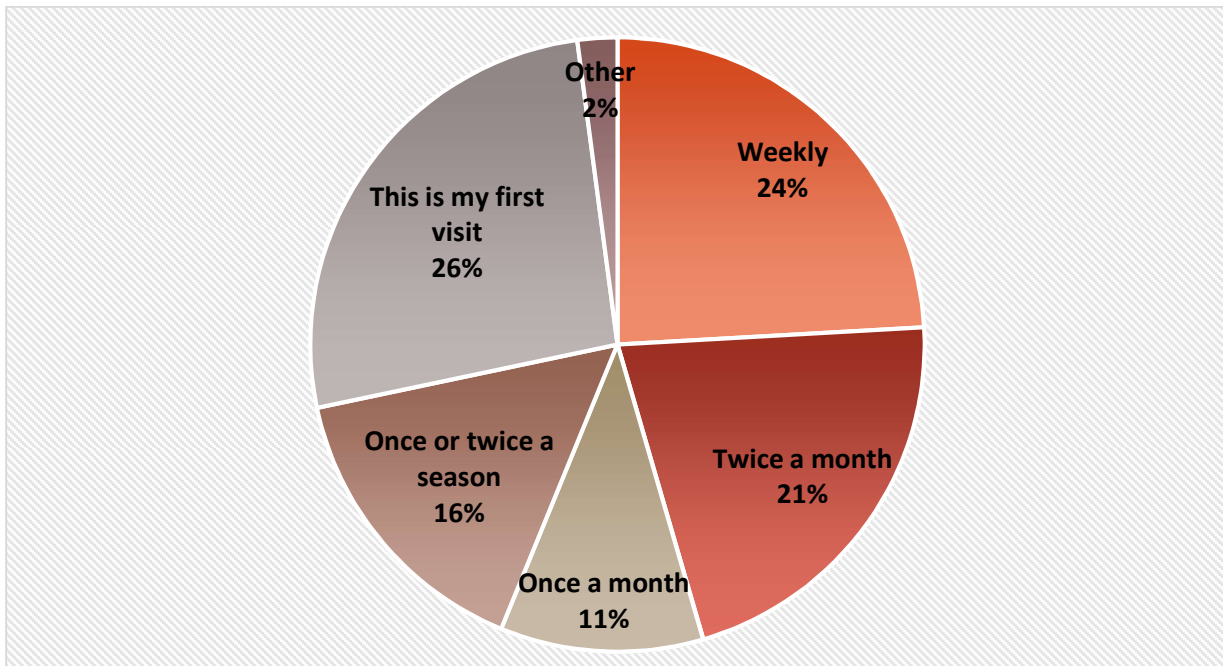


**Figure 7. Where Respondents Live by Market Hour (N=476)**



The second question asked **“How often do you shop at this farmers market?”** Among the 477 dot survey respondents at the South Perry Farmers Market, 24% indicated that they shop “weekly” and another 21% said they shop “twice a month.” Among less frequent shoppers, 11% said they shop “once a month” and 16% reported shopping at “once or twice a season.” There were also 26% indicating that this was their “first visit” to the market (Figure 8).

**Figure 8. How Often Respondents Shop at the Market (N = 477)**



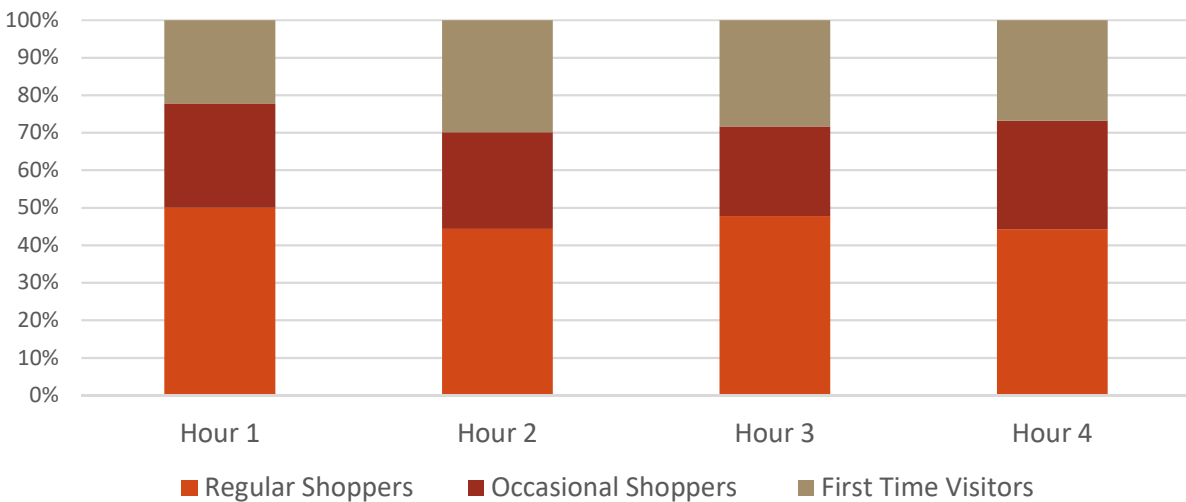
Another way to look at this data, is to group shoppers into three groups based on their frequency of shopping at the farmers market:

1. **Regular shoppers:** respondents who selected “Weekly” or “Twice a month” (45%);
2. **Occasional shoppers:** people who selected either “Once a month” or “Once or twice a season” (27%); or
3. **First time visitors:** those who selected “This is my first visit” (26%).

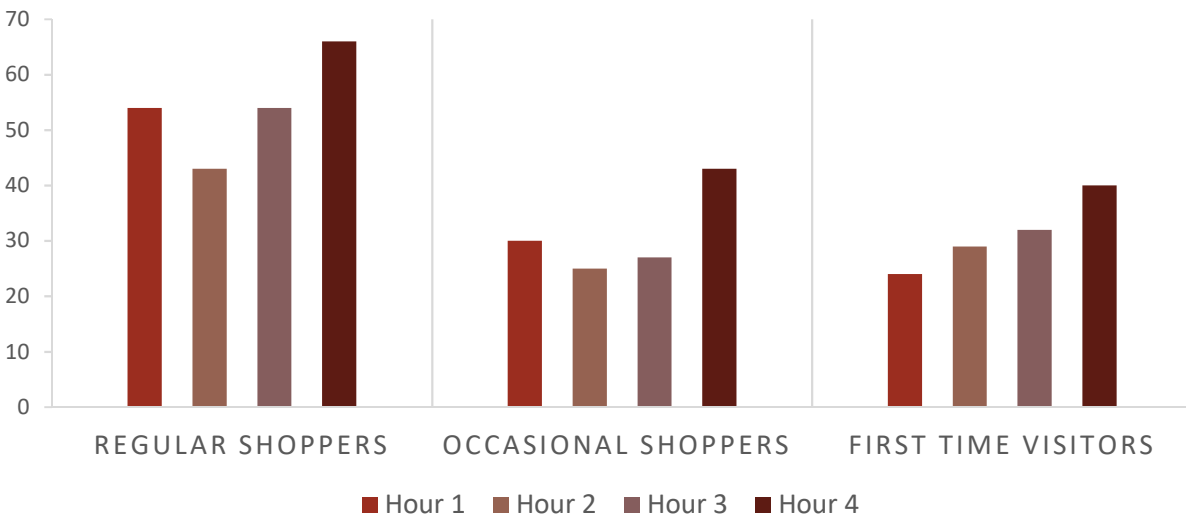
The 10 people who selected “Other” were not included in Figures 10 and 11.

Looking at the composition of the market hour by shopper frequency suggests that the market composition was remarkably consistent throughout the market, with slightly more “regular” shoppers and fewer “first time visitors” in the market during the first hour (Figure 9).

**Figure 9. Market Hour by Shopper Frequency (N=467)**



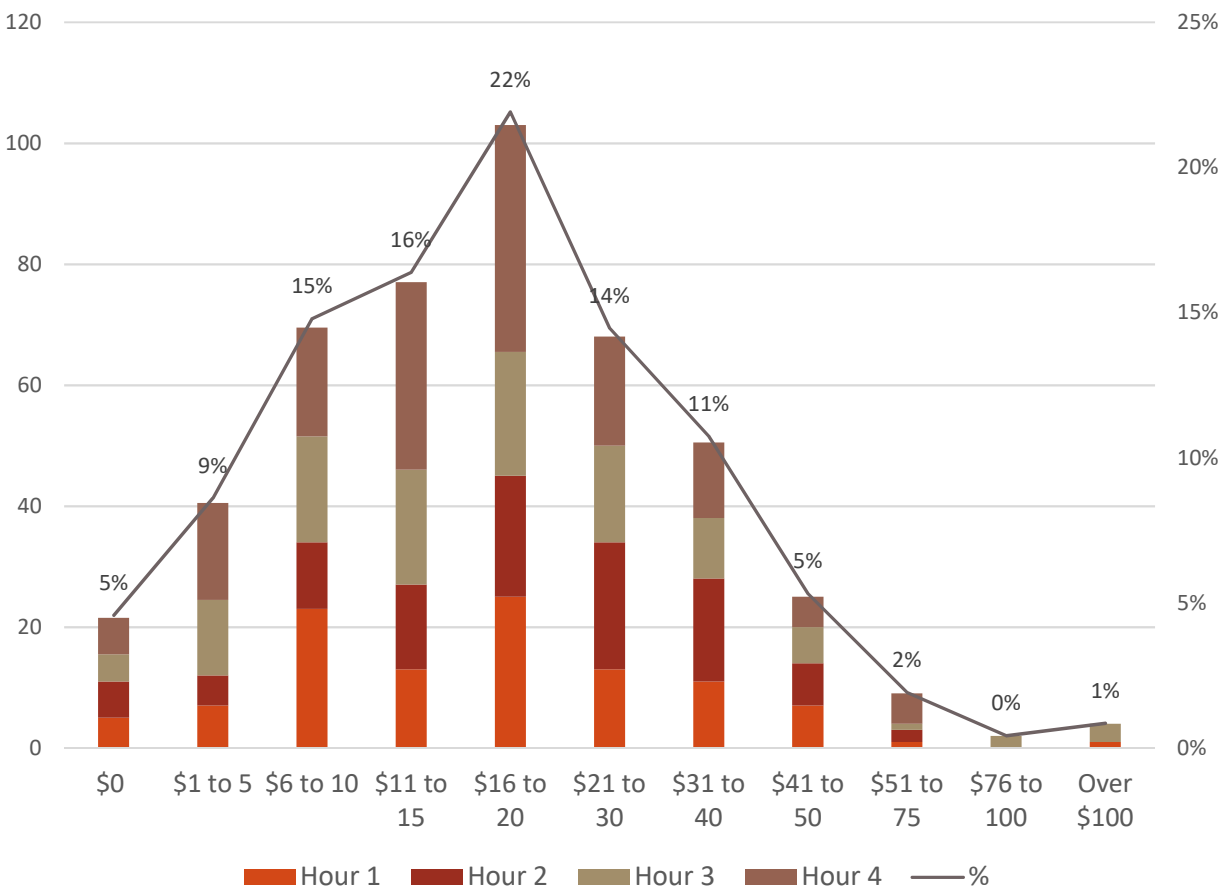
**Figure 10. Regular, Occasional, and First Time Shoppers by Hour (N=467)**



Looking at the type of shopper by market hour in terms of an actual count (and not a percentage) shows an increase in all shoppers in Hour 4, as indicated in Table 1. For both “regular” and “occasional” shoppers the pattern appears to be a higher number in Hour 1, followed by fewer in Hour 2 and a gradual increase in Hours 3 and 4 (Figure 11). Over a quarter (26%) of dot survey respondents indicated this was their “first time” at the market which is somewhat unexpected for a seemingly close-knit “neighborhood” market (Figure 9). This segment of shoppers, gradually increased from Hour 1 to Hour 4 (Figure 10).

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 South Perry 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 11. How Much Respondents Spent at the Farmers Market (N = 470)**



As indicated in Figure 11, the most frequent category selected for spending at the farmers market was \$16 to 20 (22%), followed by \$11 to 15 (16%). Ninety-five percent of dot survey respondents spent at least \$1.00 at the market, indicating that they were a *shopper* and not

just a visitor. Nearly one in five (19%) reported spending over \$30.00, but most (76%) said they would spend \$30.00 or less (Figure 11).

This data from these questions is used to calculate the average shopper spending and the estimated sales.

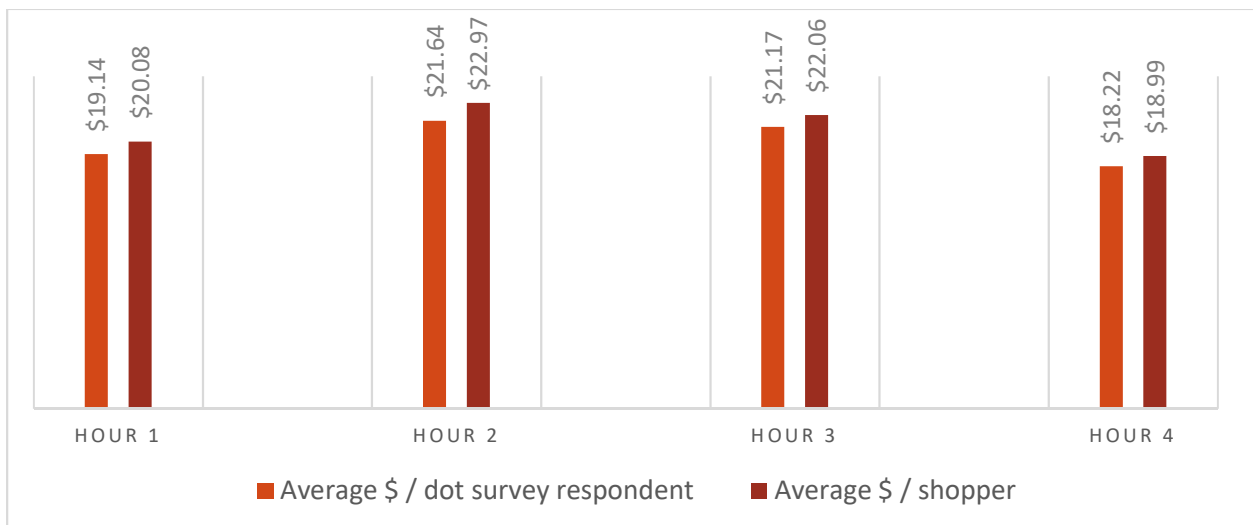
### AVERAGE SPENDING PER SHOPPER

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 July 27, 2017, the estimated average spending among all dot survey respondents was \$19.88 and \$20.83 among shoppers or respondents who had spent at least \$1.00 (Table 3). When the average sales is estimated by market hour, Hours 2 and 3 have higher averages (\$22.97 and \$22.06, respectively) and Hour 4 has the lowest, \$18.99 (Figure 12).

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

Dot Survey Respondents		Estimated Total Farmers Market Spending	Estimated Average Farmers Market Spending
All Dot Survey Respondents	470	\$ 9,344	\$ 19.88
“Shoppers” (respondents that spent at least \$1.00)	448	\$ 9,344	\$ 20.83

**Figure 12. 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<sup>1</sup>. 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 July 27, 2017
1.7	1,106	\$ 21,985
1.8	1,044	\$ 20,764
2.0	940	\$ 18,688

With a total shopper estimate of **1,880**, the number of shopper groups ranges from 940 to 1,106. Likewise, the estimated total shopper-reported sales ranges from \$18,688 to nearly \$22,000 (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 too, 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 significantly exceed vendor-reported sales.

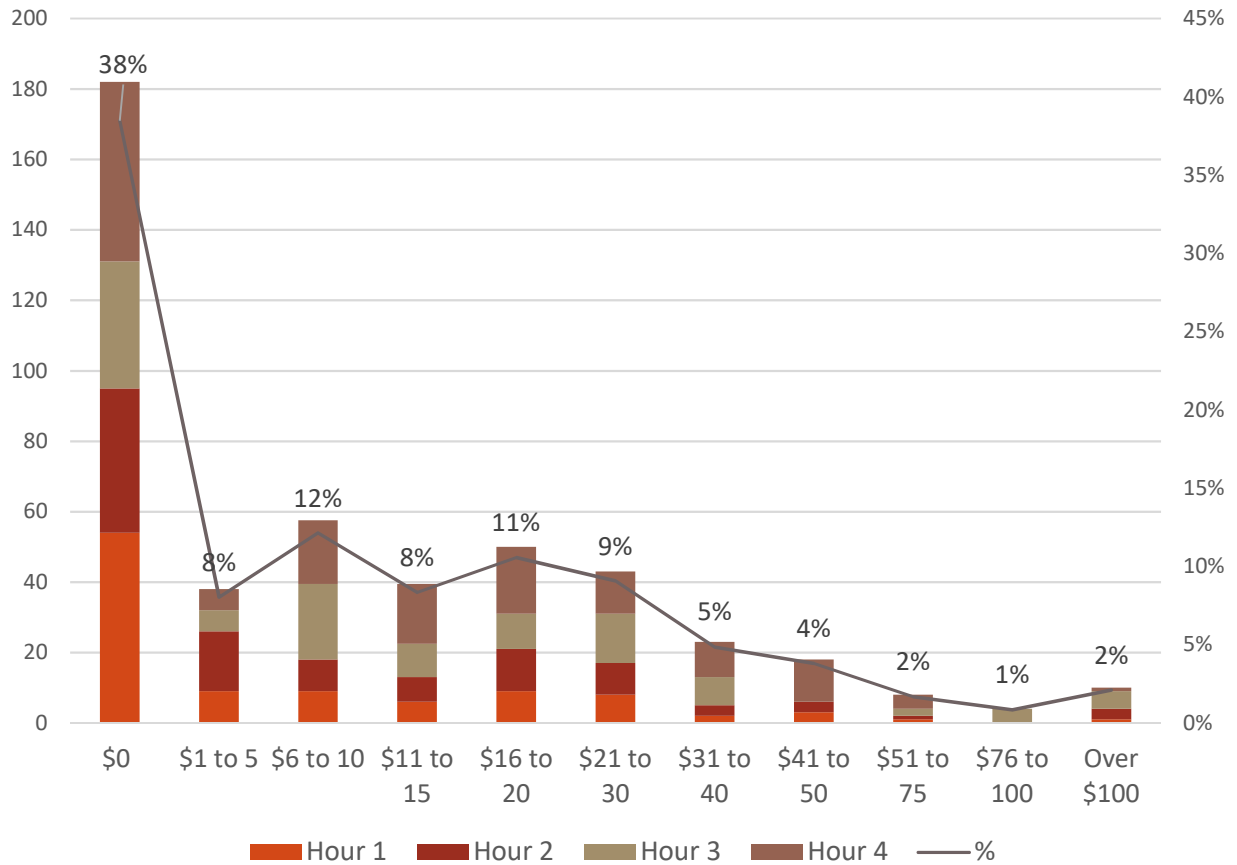
While Question 3 focused on the farmers market itself, the purpose of Question 4 is to capture “spill over” spending by farmers market shoppers at other nearby businesses or restaurants. As indicated in Figure 13, 62% of dot survey respondents spent at least \$1.00 at other South Perry businesses or restaurants, indicating that they were shopping at multiple places, not just the farmers market. The most frequent category selected for spending at other businesses was “\$6 to 10” (12%), followed by “\$16 to 20” (11%).

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<sup>1</sup> 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.

$$\begin{aligned} \text{Total Estimated Shoppers/Shopping Group Size} &= \text{Number of Shopping Groups} \\ \text{Average Spending per Shopping Group (\$)} \times \text{Number of Shopping Groups} &= \text{Estimated Total Sales (\$)}. \end{aligned}$$

**Figure 13. How Much Respondents Spent at Other South Perry Businesses and Restaurants (N = 473)**



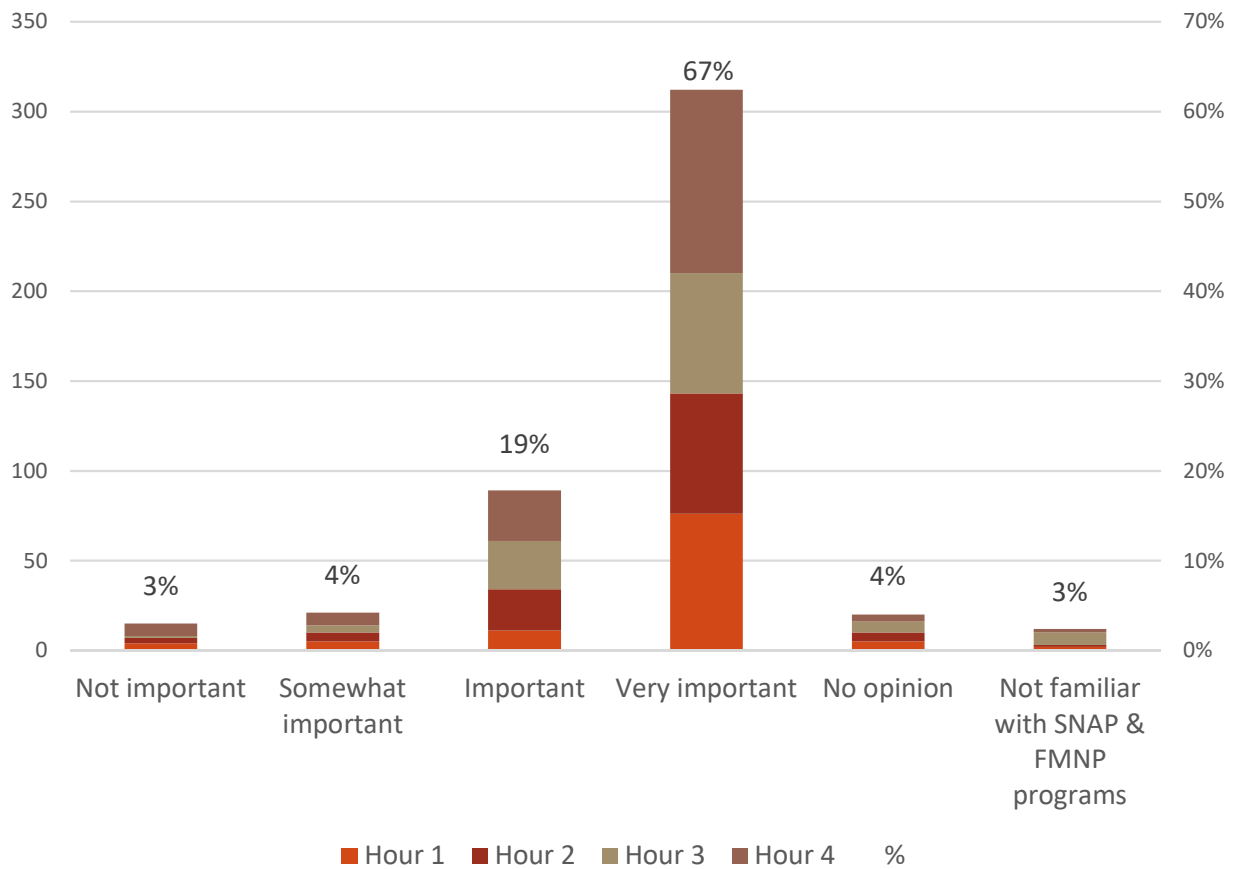
On average, dot survey respondents reported spending an estimated \$13.92 at other South Perry businesses and restaurants. Among those that reported spending at least \$1.00, the average jumps to \$22.63, higher than the comparable average spending at the farmers market (Table 5).

**Table 5. Estimated Spending at Other South Perry Businesses and Restaurants by Dot Survey Respondents**

Dot Survey Respondents		Estimated Total South Perry Spending	Estimated Average South Perry Spending
All Respondents	473	\$ 6,585.50	\$ 13.92
Respondents that spent at least \$1.00 at Other South Perry Businesses	291	\$ 6,585.50	\$ 22.63

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 14. Importance of Low Income People’s Ability to shop at Farmers Market with SNAP EBT (food stamps) or WIC/Senior FMNP (N=469)**

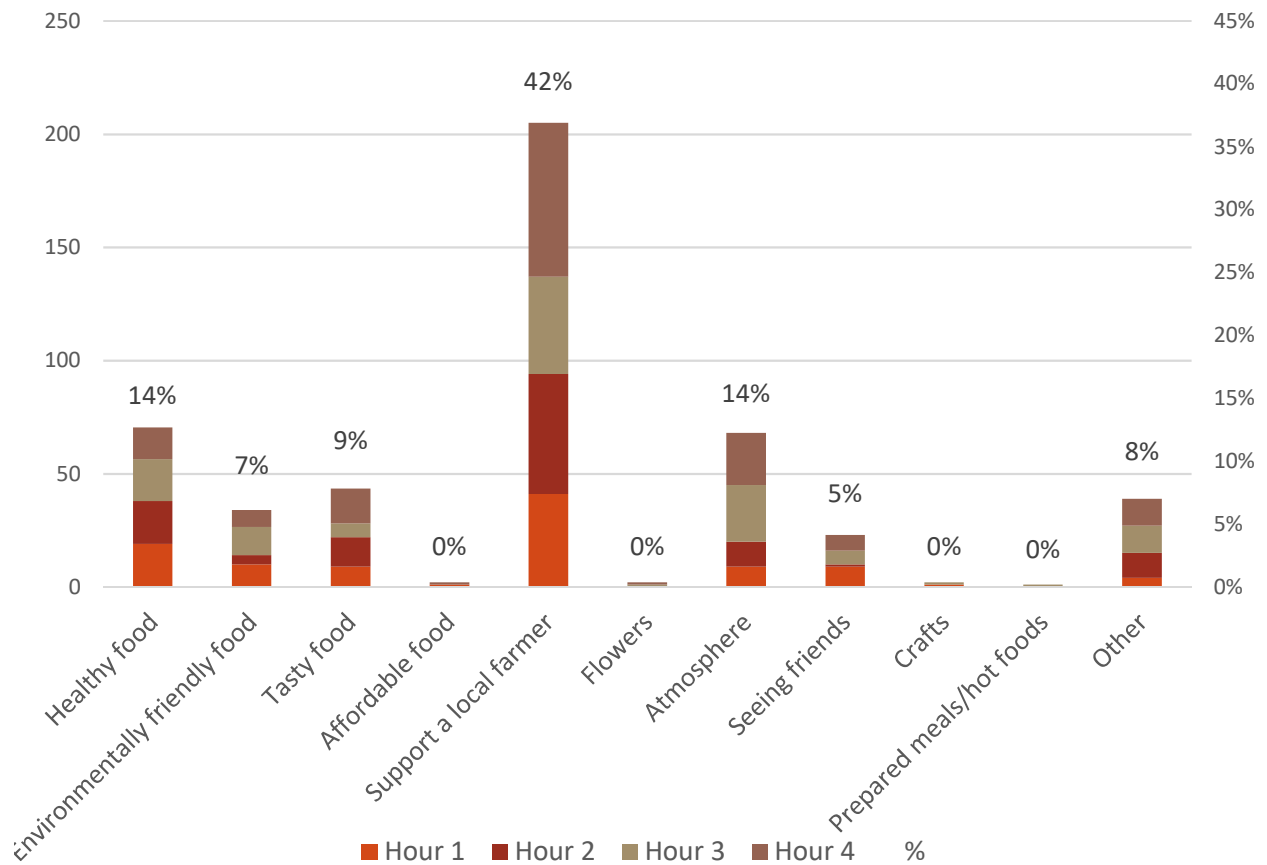


Among the almost 470 respondents, 86% indicated that it was “important” or “very important” that low-income people can use their food nutrition benefits to shop at the South Perry Farmers Market. Another 4% indicated that it was “somewhat important” and 7% selected “not important” or “no opinion.” Few respondents (3%) 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. There was signage in the market, including a banner at the market information booth next to the dot survey, that promoted “EBT.” 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 490 responses. The most frequent response (42%) was to “support a local farmer” followed by “healthy food” and “atmosphere” (14% each) (Figure 15). “Affordable food,” “Flowers,” “Crafts” and “Prepared meals/Hot food,” were the least frequent responses with 0% of responses. On multiple occasions, the RMA Team observed shoppers expressing a desire to “pick more than one option.” It is highly likely that some of these shoppers opted to select “Other” rather than pick one primary reason.

**Figure 15. Primary Reason for Shopping at the Farmers Market (N = 490)**



## 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.*

### Transition between "upper" and "lower" market

By far, the feature with the greatest number of comments was the uneven, gravel transition between the "upper" and "lower" parking lots. The primary concerns were for safety and fall risks; difficulty for strollers and wheelchairs; and its impact on the overall market continuity and flow. Unless the market has a larger, equally desirable site available, improving the connectivity between the "upper" and "lower" market spaces could improve the overall market flow and make it safer for all market visitors, vendors, and staff. If possible, figure out options to make improved surfaces a "feature" of this space rather than an obstacle. With the music located in between the two areas, is there a way to use some of the lower market space next to the music for people to rest, hang out, or possibly have the KERNEL tent next to vendors?

Other RMA Team member ideas included:

*Asphalt the gravel transition, and create a safety line and/or path with pavers and/or turf between parking lots.*

*Redefine pathway with chips and curb cut out.*

*Remove loose bricks.*

### Overall Market Layout

The market site makes creating the right market layout(s) a challenge, yet the RMA Team was largely impressed with the current configuration. Comments included:

*Great job on layout!*

*Dense layout creates a cozy atmosphere that mimics the surrounding neighborhood.*

*I like the tight aisles in the upper market. (I know others don't.) It contributes to the feeling that "everyone was there."*

*All good, very interesting but effective layout. I like the offset squares. Gives a good number of corner booths which is a plus! Good nexus in the neighborhood - near a school in a park.*

*Close knit booths create an inviting atmosphere. I love that "The Shop" fits right into the flow. Would love to shut down the street.*

*Area/space between vendors appears adequate for shoppers. The site provides both shade and sun areas. Traffic flow appeared good. No obvious joint chokepoints.*

*Good location for live music and seating.*

### Seating in the Market

The picnic table and places to sit were also noted as being nice amenities for shoppers. Suggestions included adding more "non-restaurant seating" and more seating in the shade.

*More casual seating and tables will make people feel at home and linger longer.*

### Shade and Mister

As it was a hot summer day, the RMA Team was especially appreciative of the shade available from bordering trees and buildings, especially in the "upper" market. The mister set up by the market was fantastic! It was also noted that the pavement gets hot.

*Market mister says, "we know it's hot and we care."*

*Love the mister. Great way to beat the heat.*

### Parking

Parking is a constant market challenge as many shoppers are habituated to grocery stores with their own parking lots. The RMA Team had mixed views about the parking, including concerns about handicap parking and accessibility.

*Parking is easy enough.*

*Parking is an issue. Crossing street could be an issue.*

*Use cones to create handicap parking area by school.*

*Vendor parking may be taking up customer space.*

### Entrance Safety

The RMA Team noted concerns regarding the entrances to the market. There is nothing to block off the two entrances on Perry. Cars could inadvertently drive in and cause damage. Likewise, it is important to have some sort of barriers on the 9th Avenue entrance to make sure cars don't drive in.

### Increasing the Visibility of the Market

Especially since it was reportedly the "first time" at the market for over a quarter of visitors, the market may benefit from increasing its visibility from the street and neighborhood. Comments included:

*There is no farmers market signage at the large intersection at 9th and Perry. Just some religious people with handouts. Excellent spot to announce the market.*

*Don't really see much farm product when walking south on the road. Entrance on Perry from the north could have more produce to draw the eye.*

*Would like to see a big sign at entrances.*

*Consider adding or moving signage on surrounding block at north and south side of market (i.e. 9th & Perry, 10th & Perry) where market isn't visible from road.*

The market is an extremely valued community event and the entrances could be used to help define the space and generate more excitement about entering it. Consider some very visible energetic signs at all entrances (including E 9<sup>th</sup> Ave).

Wayfinding signage outside the market is important to help new people find the market and to remind local people that the market is open. Consider A-boards at key locations away from the market, or a cross street banner that is hung throughout the market season.

#### Other RMA Team comments about the physical site included:

*Nice bike rack in back corner. Access to public transit and buses, good sidewalks and crosswalks.*

*Need more garbage and recycling.*

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

#### Market Smells

The RMA Team’s most frequent comment was olfactory, in a good way.

*Veraci pizza makes every market smell better.*

*Pizza seems like a big draw for customers. Many bought whole pizza and other products.*

*Market has amazing smells. Love how I could smell strawberries in front of the survey and pizza on the backside of the survey.*

#### Music

Music also received a high number of comments, including:

*Music did not start on time; 3:30pm still nothing.*

*Musician had good volume. Not too quiet, not too loud.*

*Sleepy music is a negative. But I understand it's hard to always get good music.*

*Music has been an issue and is being addressed.*

#### KERNEL booth

The RMA Team noted the KERNEL booth at the market. A project of Catholic Charities, the “Kids Eating Right Nutrition and Exercise for Life” program works “to introduce children to healthy living and eating habits through simple weekly activities at local farmers markets. In exchange for their time and participation, children receive a \$2 voucher, aka, KERNEL cash, that they can use to purchase fresh produce or plant starts at the farmers market” ([www.catholiccharitiesfoodforall.org/kernel](http://www.catholiccharitiesfoodforall.org/kernel)). RMA Team comments included:

*KERNEL! Including youth education is so important. Good location entrance of market engages families in the market as a teaching moment.*

*Kids were engaged. KERNEL seemed fun. One mom told me about her daughter doing it every week. They buy strawberries or other berries.*

*I would put KERNEL at the highest volume entry. Plus someone to stop parents and tell them about the program. It drives repeat visits.*

*Move KERNEL booth up to a more prominent location to promote program.*

### Happy, Friendly, Community Feel

The RMA Team observed a very friendly, happy, positive environment at the market. This is crucial to building repeat shoppers and market loyalty. Specific comments include:

*The market seemed vibrant and friendly and welcoming. Very inviting. Pet friendly. Witnessed a lot of socialization. "Let's meet at..." "Market was busy from before opening time. Customers seem to linger. Few people seem to be in a hurry. Amazing social and cultural mix. There is a sense of community.*

*This market has lots of kids. Kids events fun.*

*Lots of young shoppers -- reflection of demographics in the area? Customers seem to spend a long time at market socializing.*

*Very dog friendly. Nice. Lots of babies.*

### More market promotion

*There are so many good things at this market that could be promoted: KERNEL, fresh box, seasonal products from farmers. This market is a gem. And I want it all to be more visible.*

*Add promotion of market in surrounding businesses to reinforce market as a space for the whole community to congregate.*

*Business people want to be around you. Get them to sponsor stuff like the music, storage pod, market bags, signage.*

*Market info booth has good EBT signage, Fresh Bucks. However, there is not much other info. Doesn't engage shoppers as much as it could. Add educational materials about farmers market programs and recipes? Other literature from related organizations, inviting displays to help engage shoppers in bigger mission of market?*

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

#### Displays and signage

Vendors' displays and signage are a critical feature of every farmers market's success. Not surprisingly, these were the most frequent comments from the RMA Team.

*Not all produce vendors had signs, those that did were not always easy to spot.*

*Good signage of product prices. Enables easy cost comparison for customers.*

*Standardize WIC signage and location.*

*EBT credit debit signage is small and only at info booth. Some vendors missing signage.*

*No EBT signage except that youth camp. Need more visibility. Common Ground bakery doesn't except EBT tokens.*

*Nice farm signs at most booths. Good price signs.*

*Simple is nice for displaying products. Keep a few eye-catching pieces out and then bring more out when asked. Smiles make a difference.*

*Dark burlap tablecloth is effective.*

*Signage is good. Very informational at each booth.*

*A vendor sign says "organically grown" noncertified. Are they in violation of organic signage rules? And over 5K in sales?*

#### Customer Service, Friendly Vendors

Adding to the strong community feel, the RMA Team also commented in detail about vendors' customer service and their friendliness.

*Great customer service at the vendors. They really know the product. Every vendor has great displays. Great smiles.*

*High density of vendors. Vendors very friendly and outgoing, engaging with customers.*

*Friendly, engaging vendors who know their customers. Vendors directed kids to KERNEL Cash.*

#### Vendor and product mix

*A good mix of produce, meat, prepared foods and crafts. Items well displayed. All areas were clean and well organized. Displays remained fully stocked throughout the market day. The quality of the vendors appears to be exceptional.*

*Nice mix of produce and crafts. Maybe attract a few more prepared food vendors. Lots of room to grow. Produce vendors appear to be constantly busy.*

*Product variety is great. Waiting for another food vendor. Could see more signage directing customers.*

## V. Conclusion

The South Perry Farmers Market (aka “Thursday Market”) is a medium-sized, seasonal market operating on Thursday afternoons in two adjoining parking lots nestled in the heart of Spokane’s South Perry District. The market is in its eleventh season and has become a neighborhood destination with an estimated 1,880 visitors in late July 2017. Attendance was steady throughout the entire market and the RMA Team commented on the friendly, community feel. Currently, 50 unique farm, processor, prepared food, and craft businesses vend at the South Perry Farmers Market.

The dot survey results for July 27 indicate that 95% of visitors are farmers market shoppers (Figure 11). The market primarily draws shoppers locally -- from South Hill (37%) and the South Perry District (23%). Another 19% of visitors were from other parts of Spokane and 13% live in other cities in Spokane County. Few (1%) market visitors live in other Eastern Washington counties, and just 8% selected “Other,” meaning they did not live in one of the options listed in the dot survey (Figure 4, Figure 5). Visitors primarily entered the market through the “east side” from South Perry Street (66%) and the E. 9<sup>th</sup> Avenue (29%) (Table 2).

On average, market shopping groups spent an estimated \$20.83 at the South Perry Farmers Market on July 27, 2017 (Table 3). The estimated spending peaked during the second hour at \$22.97 (Figure 12). There were slightly more “regular” shoppers in the market during the first hour, however, overall, the mix of regular, occasional, and first-time shoppers was very consistent (Figure 9). The number of “South Perry” shoppers increased with each market hour, whereas the other Spokane shoppers peaked in the first hour, dropped in hour 2 and then increased again in hours 3 and 4 (Figures 7, 8).

Over 60% of farmers market visitors reported also shopping at other South Perry businesses and restaurants, spending an estimated average of \$22.63, higher than the average spending at the farmers market (Figure 14, Table 5). The South Perry Farmers Market currently manages a token program for credit and debit cards, SNAP EBT, and the Fresh Bucks incentive program. It is also participating in the WIC and Senior FMNP program. Most (86%) 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 14). When asked about their primary reason for shopping at the South Perry Farmers Market, the most frequent response was “to support a local farmer” (42%), followed by “atmosphere” and “healthy food” (14% each) (Figure 15).

## Appendix 1. Dot Survey Questions, Responses, and Counts

### South Perry Farmers Market—July 27, 2017 Rapid Market Assessment

An average of 476 people answered each of the dot survey questions. This represents an overall estimated intercept rate of 25%.

Dot Survey Question	Responses	Total	%
<b>1. Where do you live?</b>	South Perry - Spokane	110	23%
	South Hill - Spokane	177	37%
	Downtown Spokane	23	5%
	North Side - Spokane	46	10%
	Other City of Spokane	19	4%
	Spokane Valley	31	7%
	Other Spokane County	27	6%
	Other Eastern WA County	6	1%
	Other	37	8%
	<b>Total Q1</b>	<b>476</b>	<b>100%</b>

<b>2. How often do you shop at this farmers market?</b>	Weekly	115	24%
	Twice a month	102	21%
	Once a month	51	11%
	Once or twice a season	74	16%
	This is my first visit	125	26%
	Other	10	2%
	<b>Total Q2</b>	<b>477</b>	<b>100%</b>

<b>3. How much have you (or will you) spend at the farmers market today?</b>	\$0	21.5	5%
	\$1 to 5	40.5	9%
	\$6 to 10	69.5	15%
	\$11 to 15	77	16%
	\$16 to 20	103	22%
	\$21 to 30	68	14%
	\$31 to 40	50.5	11%
	\$41 to 50	25	5%
	\$51 to 75	9	2%
	\$76 to 100	2	0%
	Over \$100	4	1%
	<b>Total Q3</b>	<b>470</b>	<b>100%</b>



<b>Dot Survey Question</b>	<b>Responses</b>	<b>Total</b>	<b>%</b>
<b>4. How much have you spent (or will you spend) at other South Perry businesses or restaurants today?</b>	\$0	182	38%
	\$1 to 5	38	8%
	\$6 to 10	57.5	12%
	\$11 to 15	39.5	8%
	\$16 to 20	50	11%
	\$21 to 30	43	9%
	\$31 to 40	23	5%
	\$41 to 50	18	4%
	\$51 to 75	8	2%
	\$76 to 100	4	1%
	Over \$100	10	2%
	<b>Total Q4</b>	<b>473</b>	<b>100%</b>

<b>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?</b>	Not important	15	3%
	Somewhat important	21	4%
	Important	89	19%
	Very important	312	67%
	No opinion	20	4%
	Not familiar with SNAP & FMNP programs	12	3%
	<b>Total Q5</b>	<b>469</b>	<b>100%</b>

<b>6. What is your primary reason for shopping at this farmers market today?</b>	Healthy food	70.5	14%
	Environmentally friendly food	34	7%
	Tasty food	43.5	9%
	Affordable food	2	0%
	Support a local farmer	205	42%
	Flowers	2	0%
	Atmosphere	68	14%
	Seeing friends	23	5%
	Crafts	2	0%
	Prepared meals/hot foods	1	0%
	Other	39	8%
	<b>Total Q6</b>	<b>490</b>	<b>100%</b>

## Appendix 2. Tapestry Demographics

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

