**Ypsilanti Farmers Markets & Mobile Farm Stand**

**Evaluation Plan**

**OVERVIEW:**

The Ypsilanti Farmers Markets aim to increase access to healthy, affordable local food, while supporting local vendor entrepreneurs, and positively contributing to the revitalization of

The following evaluation plan includes both evaluation tools that will help the Ypsilanti Farmers Markets and Mobile Farm Stand understand their trends and impacts on customers, market vendors, partners, and the community overall.

**2016 Goals & Targets:**

**(check Stranahan, Act 88)x**

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| --- | --- | --- | --- | --- |
| **Evaluation Component** | **Tool to Measure** | **Frequency/Timeline** | **Who/How Administered** | **Output/Outcome** |
| Customer Count | Use hand “clicker” and record on weekly tracking sheet | Weekly, ideally before PfH begins through end of season | Stacie and Ed take turns counting during market days (can also use volunteers) | Total attendees; Impact of PfH on market attendance |
| Vendor Count by Product Type | Weekly tracking sheet of vendor attendance; categorization of primary vendor type (produce, baked good, craft, etc) | Weekly at beginning of each market day | Ed | Vendor product mix (can compare to what customers want and know how to adjust vendor recruitment) |
| Weekly Sales by Currency Type | Vendor Sales Tracker | Weekly, ideally before PfH begins through end of season | Sheet turned in weekly – question re: need for anonymity? (Especially since Ed and Stacie are both vendors) | Total sales to small business vendors; Impact of PfH on vendor sales |
| PfH Pre-Survey | Patient Pre-Survey form | Upon enrollment | In clinic setting? | Baseline re: health, food access, f/v consumption, shopping habits, awareness of food assistance & markets, demographics |
| PfH Post-Survey | Patient Post-Survey form | Early November | In clinic? Over phone by clinic staff? | Change in health, food access, f/v consumption, shopping habits b/c of PfH, plus assessment of experience at markets, intent to return, and factors in program that were most effective |
| PfH Clinic and Partner Staff Pre-Survey | Clinic and Partner Pre-Survey form, to go to all clinic staff who interface with patience | Immediately | Clinic and Partners (United Way, Y, etc) can decide how to best distribute | Awareness of farmers market; personal utilization of farmers market; past practice of recommending farmers market to patients; assessment of support/materials staff anticipate needing to promote PfH |
| PfH Clinic and Partner Staff Post-Survey | Clinic and Partner Post-Survey form, to go to all clinic staff who interface with patience | Late October | Clinic and Partners (United Way, Y, etc) can decide how to best distribute | Change in awareness of farmers market; change in personal utilization of farmers market; practice in recommending farmers market to patients; assessment of future ways to improve or expand PfH; impression of PfH efficacy; perception of impact of PfH on other programs (e.g. DPP) and other way around |
| Farmers Market Awareness Survey | Farmers Market Awareness Survey (this quick survey also serves as an educational tool to inform people about the market) | Ongoing | Clinics & partners brainstorm appropriate settings – with DPP enrollees? | Community awareness of and participation in the farmers market by people other than customers on-site (they must be aware!); Identify barriers to attending market; Awareness of food assistance accepted at market |
| Customer Survey | Dot voting on-site at market; could use ball voting (3-D dot voting with colored balls in clear containers)/ | Either a few weeks with all questions (lots of flip charts); or a few questions each week between now and end of season—so people get used to always answering a few things when they come | Stacie facilitate with help of Growing Hope (if doing intensive survey); this could also be done with MIFMA via Rapid Market Assessment, in which case dot voting could be supplemental | TBD what is most important to learn from all customers (Stacie, et al can mark up GH Customer Survey), but will include:   * How they first heard about the market * Frequency of shopping * Average amount spent * Most important market factors for customers * Awareness of food assistance * Change in number and variety of f/v because of the market * Impact of visiting market on shopping at nearby establishments |
| Vendor survey | Vendor survey form | Early October/late September (depending on when vendors start to drop off | Ed distribute and collect | Stacie, et al can also edit down from GH Vendor Survey, but will definitely include:   * Perceived impact of PfH on sales, customer volume * Satisfaction with market conditions; ideas and recommended changes * Impact of market on their livelihood |
| Food Assistance Sales | Weekly Food Assistance Distribution Log (Can likely use DUFB log) | Ongoing | Ed/Stacie/Stacie’s husband—using DUFB log | Number of Sales; Total dollar value of sales; Number of first time SNAP users at the market; Change in sales as a result of PfH |
| Photos | Photos of PfH in action at the market (A market is a public spaee so taking photos without releases is generally fine, but it is courteous to ask PfH participants first) | Always! | Ask volunteer? GH will take photos during site visits as well | Documents the process of how it works (valuable as a training and promotion tool) and to put faces to names |
| Quotes | “What they said” form | Ongoing | Clinic Staff, Partners, Market staff | Qualitative data and impact |
| Interviews? | With clinic staff? Patients? Vendors? | Near end of program | ?? | Insight into how program worked and suggested changes |
| Outcome summary | Final report that can be distributed to partners and community | Late November; early December | Growing Hope to write and make ppt version of | Summary of all evaluative results |

**Timetable of Evaluation (with setting)**

**Weekly Collection of:**

* Customer counts (at market)
* Vendor numbers by product type (at market)
* Vendor sales by payment type (at market)
* Food Assistance distributions (at market)
* Photos & Quotes (at market)

**Periodic Collection of:**

* Farmers Market Awareness Surveys (clinic, partner sites, community settings)
* Customer input via dot surveys (at market)
* Interviews?

**One-Time**

* Customer surveys/Rapid Market Assessment (at market)
* Vendor Surveys (at market)
* Clinic and Partner Pre- and Post-Survey (clinic and partner sites)
* Patient Pre- and Post-Survey (clinic setting, possible over phone)
* Outcome Summary (off-site)