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Final Report

Introduction

San Luis Obispo Downtown Association plays a key role in the involvement and successes of the San Luis Obispo community. With a growing population of over 42,000 people, the San Luis Obispo Downtown Association hosts Farmers' Market every Thursday night. They do this by coordinating with local businesses, food and beverage services, parking, and entertainment to better serve the members of the city of San Luis Obispo (Downtown, 2017).

Background Information

The Downtown San Luis Obispo Farmers' Market has been hosted by the San Luis Obispo Downtown Association for just over 31 years (Downtown, 2017). Typically, a farmer's market offers a wide range of goods with products from fresh produce to handmade soaps and crafts, and often are found in college towns - just like San Luis Obispo (Tiemann, 2008). The weekly Downtown Farmers' Market event in San Luis Obispo builds community and supports local businesses by



focusing on local customers and vendors. The San Luis Obispo Downtown Association uses the Market as a tool to improve the environment for local businesses, residents, tourists, and to preserve the historical areas in the district. According to their mission statement, they focus on environmental, economic, and social well-being to represent the city's sustainable effort. San Luis Obispo Farmer's Market is one of the main attractions for the area for tourists and community members alike (Downtown, 2017).

Farmers' markets are special in the sense that both the customer and the growers are involved. Locals can buy their produce and meet the farmer who produced it while the farmer can offer affordable prices since a grocer is cut out. According to the journal, *Geographical Bulletin*, a study showed that, "communities are created because farmers markets are places where producers, consumers, and neighbors come together to talk about food, connect with each other over products grown from local landscape, and delight in the experience of the market."

(Aucoin, Fry, pg. 62). The San Luis Obispo Farmers' Market strives to bring this opportunity to not only those who attend, but the producers and farmers as well.

In addition to fresh produce, many local businesses have grown over the years simply by setting up their booths along Higuera Street on Thursday nights. According to an article by the *American Geographical Society*: "Farmers' markets are valuable to farmers financially: they increase household income and help facilitate the start of new businesses by providing a low risk test market for new products and/or services and by teaching valuable sales and marketing skills" (Gerbas, pg. 5). In another article in the *Agriculture and Human Values* journal, a study examined how the shopping experience at farmers markets influences a consumer's purchasing behaviors. The overall results found that three specific characteristics are shared by both farmer's market consumers and vendors that lead to meaningful interactions: "symmetry of motivations to attend FMs, shared values, and mutual dependence of interactions" (Agriculture, pg. 861). These interactions at farmers markets also can influence long term purchasing behavior, which helps lead to more community economic wealth.

Criteria

This evaluation focused on whether the San Luis Obispo Downtown Association is succeeding in meeting their stated mission.

- Is there an adequate amount of policing and security at the Farmers' Market?
- Is there enough lighting to facilitate safety at the Farmers' Market?
- Does the Downtown San Luis Obispo Association promote inclusivity through Farmers' Market?
- Is the Downtown San Luis Obispo Association Farmers' Market open and accessible to all demographics?
- Does the the Farmers' Market have a positive economic impact on local San Luis Obispo businesses.

Purpose Statement

The purpose of this study was to evaluate the San Luis Obispo Downtown Association's ability to achieve its mission statement. "The mission of the Downtown SLO Farmers' Market is to provide a vibrant and safe weekly gathering that builds community and supports local businesses."

Research Questions

- How safe do participants feel while attending the Downtown San Luis Obispo Farmers Market?
- In what ways does the Downtown San Luis Obispo Farmers' Market foster a sense of community?

- To what extent does the Downtown San Luis Obispo Farmers' Market support local businesses successfully?

Behavioral and Field Observations Methods

Prior to collecting data, the evaluators formulated a checklist and a field note template to be used during the Downtown San Luis Obispo Farmers' Market on April 27th and May 4th, 2017. Observations were made at the intersection of Higuera and Morro street because this location had vendors, local entertainment, and high foot traffic. This spot provided the best opportunity to evaluate data related to the purpose.

Checklist Observation

The data collected from the checklist informed researchers on safety and the sense of community during the Thursday night event. The observers decided on the behaviors to observe based on past experiences at the San Luis Obispo Farmers' Market. The evaluators decided on the most important behaviors to observe for sense of community and safety before beginning the process. Standing at each corner of the intersection, the evaluators scanned the region within the white crosswalk lines every 30 seconds for the 30 minute duration period, recording a tally mark when any of the criteria were observed. Data relied on the collection of tally marks to quantify the Downtown SLO Farmers' Market's ability to uphold its mission statement.

Criteria included:

Safety

- How many police officers/security guards walk through the site?
- How many exposed cords or holes that could be a possible hazard?
- Do people have visible weapons? This was recorded as frequency tally.

Sense of Community

- Is there a diverse age among participants?
 - Infants/children
 - Teenagers
 - Young adults
 - Adults
 - Seniors
- How many participants are wearing SLO/Cal Poly "swag"? (sweatshirts, t-shirts, bags, hats)
- How many people stop and listen to the local entertainment for at least 30 seconds?
- How many people run into someone they know - wave/handshake OR stop and talk?

Field Observation

Similar to the checklist observation, evaluators stood at each corner of the Higuera and Morro intersection. To yield the best results, the observers made observations by scanning the entire intersection in a left to right motion. If an observation was seen multiple times, it was only recorded it once - as a trend. Evaluators also made note of participant dialogue that stood out, as they were standing within the crowds of people and in hearing range. And during field observations, evaluators were cognizant to note all physical environment behaviors and how that affected or did not affect participants.

Results of Behavioral and Field Observations Methods



Where: Each corner of the intersection included a restaurant (Urbane Cafe), Apple store, retail store, and produce vendor.

Setting on Thursday, April 27, 2017:

- Light out
- Breezy
- Along main farmers street
- Live amplified music
- Cold
- Moderate traffic flow

Setting on Thursday, May 4, 2017:

- Light out
- Windy
- Sunny
- High traffic flow

When:

Thursday, April 27, 2017

Behavioral Observation: 6:15pm - 6:45pm

Checklist: 7:00 - 7:30pm

Thursday May 4th, 2017

Behavioral Observation: 7:00 - 7:30pm

Checklist: 6:15pm - 6:45pm

How: Each evaluator stood at the outer edge of the white crosswalk lines and observed within the square of these crosswalks. Evaluators were known to event attendees due to their exposed positions. This drew attention to evaluators and each experienced at least one instance where an attendee approached and questioned what was being observed.

What:

Collected data from all evaluators' results at each specified location. The tables below are setup to demonstrate the total number that each evaluator marked per item. For example, the first number represents one evaluator, the second number represents another evaluator, and so on.

Safety

Criteria	4/27/2017	5/4/2017
How many police officers/security guards walk through the site?	1, 0, 0, 1	0, 0, 0, 0 (no officers/guards seen)
How many exposed cords or holes that could be a possible hazard?	1, 0, 0, 1	1, 1, 0, 0
Do people have visible weapons?	N, N, N, N	N, N, N, N

Summary:

4/27/17 - During the observation period, two observers saw one police officer and one exposed hazard and no observers saw any visible weapons.

5/4/17 - During the observation period, no observers saw a police officer and two observers saw an exposed hazard. No observers saw any visible weapons.

Sense Of Community

Criteria	4/27/2017	Evaluator Average	5/4/2017	Evaluator Average
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Is there a diverse age among participants?				
Infant/Child	27, 27, 42, 22	29.50	41, 38, 18, 42	34.75
Teenager	20, 17, 13, 20	17.50	22, 31, 10, 50	28.25
Young adult	55, 44, 57, 33	47.25	44, 42, 31, 40	39.25
Adult	46, 48, 45, 51	47.50	65, 67, 35, 87	63.50
Senior	12, 16, 14, 13	13.75	31, 35, 47, 33	36.50
How many participants are wearing SLO/Cal Poly “swag”? (sweatshirts, t-shirts, bags, hats)	17, 18, 11, 20	16.50	1, 3, 3, 2	2.25
How many people stop and listen to local musicians for at least 30 seconds?	7, 20, 14, 16	14.25	23, 33, 16, 31	25.75
How many people run into someone they know - wave/handshake OR stop and talk?	0, 12, 17, 21	12.50	3, 7, 8, 8	6.5

Quantitative Methods

To allow for free download and a collaborative platform, the survey was created on Google Forms with questions addressing each subsection of the Downtown SLO Farmers’ Market mission statement - sense of community, economic wellbeing, and safety. With multiple questions on each of these topics, evaluators were able to analyze the data of each to summarize

how well the Downtown Association is staying true to this mission statement. Questions were formed in a variety of ways to yield more ways to interpret the data. If a survey respondent did not like the style of one question, the next question most likely was different in response options to prevent this person from dropping out of the survey. Structurally speaking, responses from ratio and interval styled questions allowed for evaluators to do more with the gathered data like average and correlate these responses. Other categorical and ordinal formatted questions allowed the evaluators to use recorded responses to make the strongest conclusions.

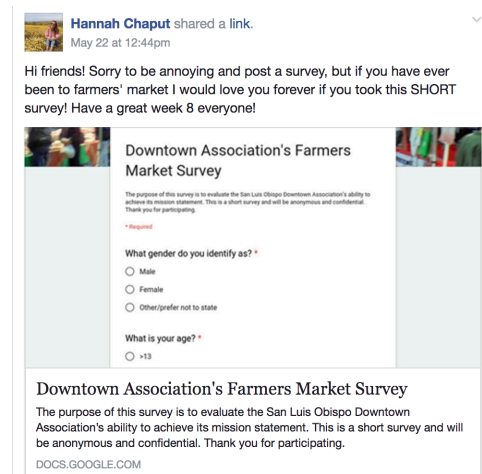
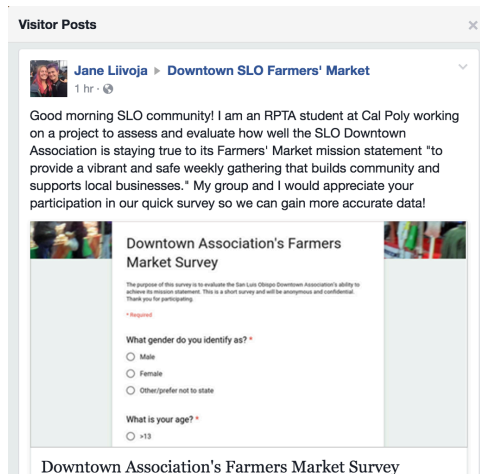
The initial questions were piloted in the classroom amongst the researcher's peers, Cal Poly Recreation, Parks, and Tourism Administration Majors, who claim to have been to the Thursday night Farmers' Market in downtown San Luis Obispo. Since evaluators were present to talk through any confusing questions, issues could be resolved easily. Most questions related to the drop down options for responses. Some of the piloted survey respondents thought this was confusing - especially if the survey was taken on a phone. To address this issue, evaluators changed the drop down style of the response to a grid where each rank and category was evenly laid out on the digital page.

The survey was opened on Monday, May 22, 2017 and closed on Thursday, June 1, 2017. The survey was open for a total of 10 days. Survey respondents were recruited via Facebook. Evaluators decided that Facebook was the best way to get most respondents because the easy accessibility and reach that it has to the target population. The challenge that evaluators faced was getting respondents over the age of 22 to take the survey. The majority of the respondents were the age of 19 to 22, at about 88% of the survey's population.

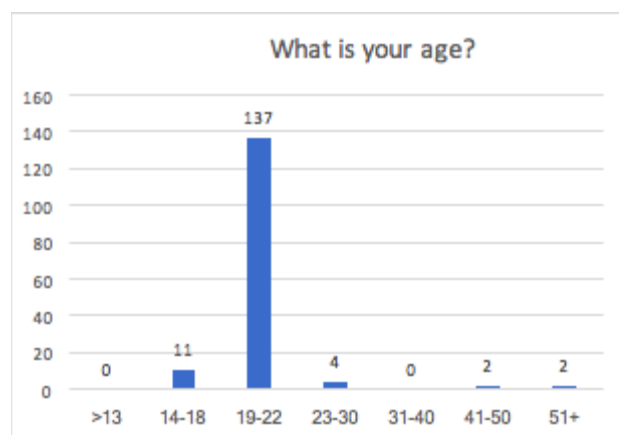
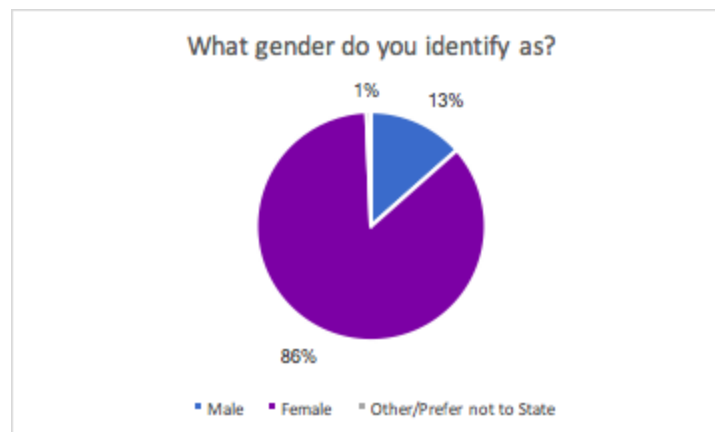
Sampling

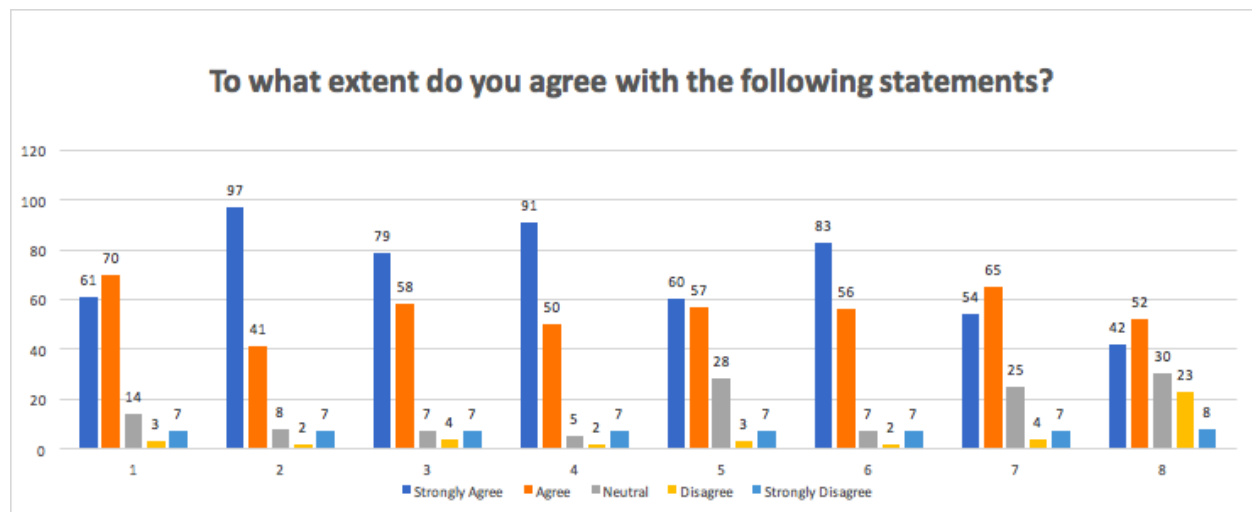
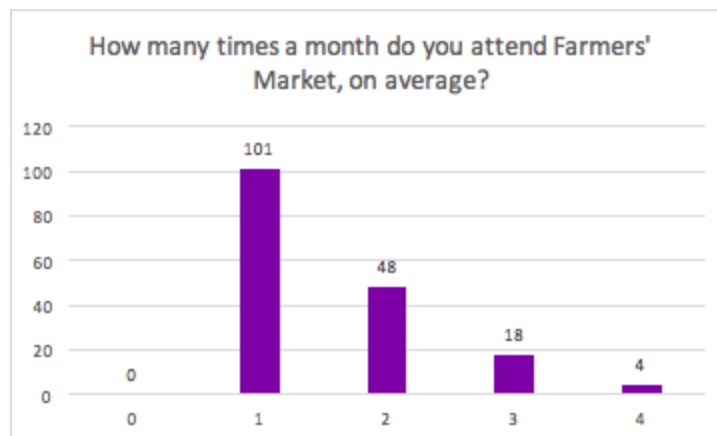
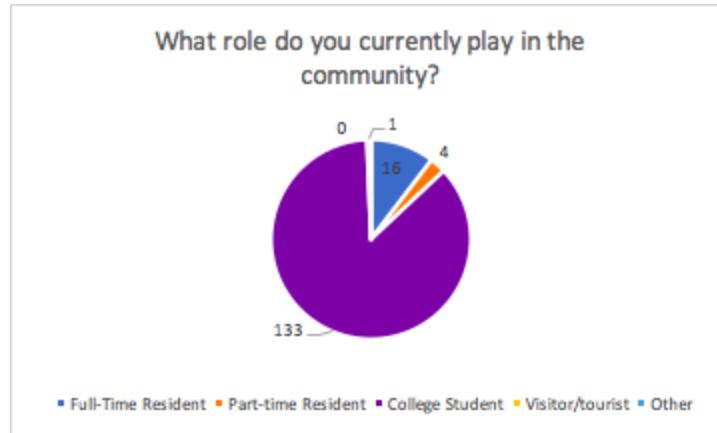
Once formulated and adjusted, evaluators took action to spread the Google Form link amongst the Facebook social media platform and via messaging. Evaluators texted the link to friends and family who fit the limits of our survey. Personal Facebooks were used as a way to disseminate the link - the survey was available in multiple private groups as well as the Downtown San Luis Obispo Farmers' Market public page. The link was meant for those who have been to the San Luis Obispo Downtown Farmers' Market before and were willing to participate in the anonymous and confidential short survey. Evaluators felt that the online form could reach further into the targeted San Luis Obispo community and allow the participants to answer quickly and confidentially. This survey was sent out on Monday, May 22, 2017 and closed Thursday, June 1, 2017 allowing plenty of time for data to be collected. Participants in the survey were briefed on the topic with the following statement: "The purpose of this survey is to evaluate the San Luis Obispo Downtown Association's ability to achieve its mission statement. This is a short survey and will be anonymous and confidential. Thank you for participating." Although sampling was convenient and fast spreading, evaluators faced a challenge of collecting "snowballed" data. This was because the four female, college-aged group of evaluators tended to

direct the survey towards people within their own demographic range - whether gender, age, or role in the community. There were no incentives offered for any respondents.



Results of Quantitative Methods





Q1: Farmers' Market makes me feel like a member of the San Luis Obispo Community.

Q2: I always see someone I know while at Farmers' Market

Q3: Farmers' Market is open and accessible to all demographics.

Q4: Farmers Market has a positive economic impact on the San Luis Obispo Community.

Q5: I prefer to spend money at the local booths/vendors.

Q6: I feel safe while attending farmers' market

Q7: There is an adequate amount of policing at Farmers' Market.

Q8: There is an enough lighting to facilitate a safe environment throughout downtown SLO.



Survey Question: On average, when attending farmers' market, how much money do you spend? (whole dollar amounts, please)

- Based on survey results, the average person spends \$13.98 with a standard deviation of \$6.84.

Survey Question: Rank your motivation for attending farmers' market.

Survey Question Response Options: Produce, Food, Entertainment, Social, Shopping (Ranking 1st motivation to 5th motivation)

	1st Motivation	2nd Motivation	3rd Motivation	4th Motivation	5th Motivation	Total Respondents
Produce	19	22	35	36	40	152
Food	69	54	15	8	10	141
Entertainment	9	14	41	53	37	154
Social	59	50	27	10	9	155
Shopping	5	16	33	43	57	154

Total Respondents	161	156	151	150	153	
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- The survey responses showed that a majority of respondents indicated their first motivation to attend Farmers’ Market is Food, followed by social.
- Of respondents, 57 out of 156 ranked shopping as their 5th motivation.
- For produce, respondents were spread out fairly evenly across all motivation levels (from high to low motivation).
- Entertainment was not viewed by respondents as a high motivation to attend Farmers’ Market.

Qualitative Methods

A semi-structured interview format was used because it allowed evaluators to ask specific questions but also made it possible to ask follow up and probe questions. All four evaluators conducted one-on-one interviews for a total of 12 interviews. In addition, a focus group was conducted to determine if a group’s comfort level adjusted answers. Evaluators tried to get interviewees in many different demographics cohorts. Specifically: a local retiree, a local full time employee, high school students, and Cal Poly students. Participants were kindly asked to partake in the interviews/focus groups, and if they chose not to, the evaluators found new participants. To create comfort evaluators conducted interview/focus group in a quiet place where no interruptions could be made. Evaluators introduced themselves, asked if it was okay to record the conversation, and briefly described the purpose of evaluation. To avoid bias evaluators did not ask leading questions, asked the questions in a non-judgmental manner, and were receptive and appreciative to all answers. To avoid group think, the focus group was made up of individuals who already knew each other and were comfortable with one another. This helped against groupthink because there was no need for the participants to try to “impress” someone they just met. They were all comfortable and confident in their individual answers.

Script

Hello, my name is _____, I was wondering if I can ask you some questions today about the San Luis Obispo Farmers’ Market. Is that alright with you? And thank you for giving me permission to record you. We are trying to figure out if the San Luis Obispo Downtown Association is upholding its mission statement “to provide a vibrant and safe weekly gathering that builds community and supports local businesses” through its weekly Thursday night Farmers Market event.

1. Take me through your most recent experience at Farmers’ Market?
 - a. When you went to eat food, where or why did you choose to eat there?

2. What is your motivation to go to Farmers' Market?

Sense of Community

1. Who do you go to Farmers' with? Why?
2. How often do you see someone you know at Farmers'?
3. Do you ever stop and listen to local entertainment or participate in local activities while at Farmers' Market?
 - a. What usually makes you stop?
 - b. Why don't you stop?
4. Do you think Farmers' Market promotes inclusivity? Why or why not?
5. Do you feel that the Farmers' Market is open and accessible to all demographics? Why or why not?

Economics

1. How much money do you typically spend at Farmers'?
- a. What do you spend your money on?
2. If you do spend money, do you typically spend it at vendor booths or in the pre-existing stores in downtown San Luis Obispo, and why?
3. What are your thoughts on produce prices and vendor food prices?
 - a. Would you spend more if the prices were lower?
4. Based off of your experiences at Farmers' Market, what kind of economic impact do you feel that it brings to San Luis Obispo?

Safety

1. Describe how safe or unsafe you feel at Farmers' Market.
2. What safety measures could be improved?
3. Do you feel that there enough lighting to facilitate safety at the Farmers' Market? Why?
4. How comfortable do you feel in large crowds?
5. Do you think there is an adequate amount of policing and security at the Farmers' Market? Why or why not?

Results of Qualitative Methods

Theme	Supporting Explanation	Supporting Quote
Sense of Community		
1. Reason for social gatherings	Most interviewees mentioned how the Farmers' Market	"The place to be on a Thursday night, you know

	<p>offers a good reason to socialize with friends, family or their significant other. This event connects each part of the community, promoting inclusivity. It was common for interviewees to run into people they know.</p>	<p>you'll see someone you know" -Cal Poly Student</p> <p>"It's fun to be in the environment and feel like I am a part of the SLO community, even though I am not from here" -Cal Poly Student</p> <p>"If I want to hangout with certain people, we plan on going to Farmers, it usually starts off the weekend" - Cal Poly Student</p>
2. All demographics attend	<p>Farmers' Market attendees told the interviewers that they see every age range in the community. This shows that the community takes advantage of this Thursday night event to come together and share the experience.</p>	<p>"Don't have to be a student or a local, anyone can go" -Cal Poly Student</p> <p>"Shows that there are more families in town, not just college students" -Cal Poly Student</p>
Economics		
1. Supports local businesses	<p>All interview participants indicated that they typically spend money at Thursday Night Farmers Market.</p>	<p>"Really helps the local businesses on Thursday nights and keeps the downtown area feeling local" -Cal Poly Student</p> <p>"Impacts business because we had that extra thursday night bump which is like having another Saturday night, I know for a fact that it impact businesses drastically" -Local business owner</p> <p>"Doesn't seem to be a negative economic impact" - Cal Poly Student</p>

<p>2. Spending money at local vendor booths</p>	<p>It was mentioned by many that the prices were a little expensive but counter to that most said that the freshness and convenience outweighed the high prices. The farm to table trend seems to be big amongst all the interviews.</p>	<p>“Always shop on the street” -local resident</p> <p>“Booths. Its part of the farmers market adventure, you are there to enjoy the farmers market - you can go downtown anytime to enjoy the stick and brick stores.” - local business owner</p> <p>“Go to vendor booths because that is why I go to farmers, or else it would just be like another day going downtown” - Cal Poly Student</p>
<p>Safety</p>		
<p>1. Not aware of police presence</p>	<p>As younger college students said, they are not aware of a police presence while at farmers’ market. However, a local business owner informed us during interviews that there are bike police, as well as undercover police present on Thursday nights. People also stated that although they do not see police present, they do not feel there is a need for them, unless something were to happen. Although many people do not initially see the police, they are present and protecting the community.</p>	<p>“Yes - I do, you see cops walking and on bikes and from what I know there are a lot of undercover police officers - so there is more police presence than people know” -Local business owner</p> <p>“Some sort of police officer around to ensure that there is someone to go to in case of an emergency” - Cal Poly student</p>
<p>2. Variance of comfort between demographics</p>	<p>Many of the interviewees stated that as either a student or local resident they feel safe and comfortable. However, many told us that the event could be less comfortable with a small child, an elderly</p>	<p>“If I was injured I don’t think I would go because it’s so crowded and I’d be nervous to bump people” -Cal Poly Student</p> <p>“Not safe for little children,</p>

	<p>individual, or with some sort of handicap or injury. Overall, the event is thought of as a very safe and comfortable environment in the community.</p>	<p>but I feel safe” -Cal Poly Student</p> <p>“If I was super old, and like handicapped, I probably wouldn’t go” -Cal Poly Student</p> <p>“They don’t ever seem to say no to different groups of people who have different interests, I find it interesting that they allow anyone to have a booth, and that helps show that there is not one side that they stand with” - Cal Poly student</p>
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Conclusions

The purpose of this study was to evaluate the San Luis Obispo Downtown Association’s ability to achieve its mission statement. “The mission of the Downtown SLO Farmers’ Market is to provide a vibrant and safe weekly gathering that builds community and supports local businesses.” Through the results found, conclusions can be made throughout the entirety of this evaluation based on the three research questions.

1. How safe do participants feel while attending the Downtown San Luis Obispo Farmers Market?

Based on the data, evaluators found that there was never a noticeable amount of police officers or security guards that walked through the event. However, when asked in interviews and the survey, farmers’ market attendees reported that the number of officers/guards was sufficient. In question 7 of the survey, respondents were asked the extent to which they agree with “There is an adequate amount of policing at Farmers' Market”. The survey revealed that 87 percent of participants agreed or strongly agreed with the statement, and this same statement yielded 16 percent of people who felt neutral. Although a seemingly low portion, this level of neutrality participants feel is significant because it suggests that farmers’ market participants aren’t actively looking for or expecting a high number of police or security guards.

Based on the results of the quantitative methods under statement eight “There is enough lighting to facilitate a safe environment throughout downtown SLO”, 20 percent of participants disagreed or strongly disagreed with the statement, producing the highest disagreement found

amongst any of the survey questions. This was the most significant issue found related to safety concerns at the Downtown SLO Farmers' Market.

2. In what ways does the Downtown San Luis Obispo Farmers' Market foster a sense of community?

Based off of the survey data, 84 percent of survey respondents indicated that they agree or strongly agree with the statement "Farmers' Market makes me feel like I am a member of the San Luis Obispo community." Approximately, 88 percent of survey respondents indicated that they either agree or strongly agree with the statement "I always see someone I know while at Farmers' Market." In addition, 87 percent of survey respondents indicated that they agree or strongly agree with the statement "Farmers' Market is open and accessible to all demographics."

In interviews conducted with San Luis Obispo community members a Cal Poly student stated that, "It's fun to be in the environment and feel like I am a part of the SLO community, even though I am not from here." This quote represents the sense of community while at the market for different demographics in the community. Another student revealed that Farmers' Market, "Shows that there are more families in town, not just college students." Even from one demographic of the community, they recognize that there are many different groups that reside in San Luis Obispo.

During behavioral observations, evaluators saw that there was a large amount of age diversity at Farmers' Market. They saw high numbers of infants/children, teenagers, young adults, adults, and seniors. They also observed many attendees wearing San Luis Obispo, and Cal Poly "swag." This data came from both the behavioral observations and the checklist.

3. To what extent does the Downtown San Luis Obispo Farmers' Market support local businesses successfully?

The survey indicated that 75 percent of survey respondents agreed or strongly agreed with the survey statement "I prefer to spend money at local booths/vendors" and that 58 percent, more than half, of the respondents strongly agree with the statement "Farmers Market has a positive economic impact on the San Luis Obispo Community."

When survey respondents were asked, "On average, when attending Farmers' Market, how much money do you spend", responses showed that the average person spent \$13.78. The amount of money spent had a standard deviation of \$7.00, suggesting a difference in financial status amongst participants. This variance corresponds to the different roles played by members in the SLO community - 133 people responded that they are college students while 16 people reported that they are full-time residents.

During the interviews, a Cal Poly student said they, "Go to vendor booths because that is why I go to farmers, or else it would just be like another day going downtown." And a local business owner said that Farmers' Market, "Impacts business because we had that extra Thursday night bump which is like having another Saturday night, I know for a fact that it impact

businesses drastically.” These quotes conclude that community members do see the Farmers’ Market as an economic booster for local businesses and that members do utilize vendor booths while attending Farmers’ Market.

Recommendations

Based on the conclusions, evaluators created multiple recommendations that the SLO Downtown Farmers’ Market can implement to address safety, foster a sense of community, and support local businesses during the event.

Safety Recommendations

For safety aspects, the San Luis Obispo Downtown Farmers’ Market should install more light fixtures around the downtown area to increase the attendees views on safety. Since the data shows that Farmers’ Market caters to a large family population, extra lighting could put more families and parents and all other attendees at ease.

Sense of Community Recommendations

To increase the participant turnout, each week, the Downtown Association should advertise a theme to entice families and even college students to dress up and have a unique experience every Thursday.

Entertainment was seen to be the 3rd/4th motivation for attendees. Another way to increase this motivation at Farmers’ Market, the Downtown Association could recruit local bands, artists, comedians, and speakers to perform. According to the observational data collected by the evaluators, only an average of twenty people per observation actually stopped to listen to the entertainment for at least 30 seconds. The idea is that if there is a central area with one larger entertainer, more attendees would stop to watch.

To combat the challenges of parking and to cater to the 85 percent of college students in the community, a shuttle from Cal Poly could be offered every 30 minutes starting at 5:00pm until 9:00pm each Thursday. This would help non-Cal Poly students because less students would be driving or taking the bus, which would create more parking and bus spots, for other community members.

Economic Recommendations

Attending Farmers’ Market for the produce vendors was seen as the 4th/5th motivation for members of the community. A scavenger hunt could be facilitated once a month to spark friendly competition and attract more vendor visitation. This could look like attendees receiving a piece of paper and pen, with tasks, such as “take a selfie eating a strawberry from a vendor” and so on. This will foster conversations between community members and vendors and should increase purchases with produce.

Punch cards could also be used as an incentive for participants to return to vendors and shops in Downtown San Luis Obispo, increasing revenue and motivating the community to engage during the Farmers' Market every week.

Limitations

Evaluators faced a challenge of collecting “snowballed” data. This was because the four female, college-aged group of evaluators tended to direct the survey towards people within their own demographic range - gender, age, or role in the community. Because of the snowballed data, 86% of survey respondents were females, and 87.82% were in the 19 to 22 age range. This gave evaluators data from a limited demographic.

Another limitation that evaluators faced is having class until 6:00pm - so data could only be collected at Farmers' Market until after that time.

Farmers' market is a large scale event - because of this there was no way that evaluators could have observed the entire event. Evaluators only focused on one specific interaction- which probably limited the data.

Reflections

Although we felt that the methods performed to evaluate Farmers' Market gave us a lot of information to analyze, we do believe there are aspects of our process that we could have done to improve data collection:

1. We realized that we should have split up the checklist between each person to better observe the criteria since there was so much to observe. It was easy to focus on the demographics of the attendees, which made it difficult to remember to look for the other items. So after all of our data was collected, we realized there were less numbers to represent people who were wearing Cal Poly/San Luis Obispo gear, or for the people that stop to listen to entertainment, or even seeing how many people are around the vendors. This is where we believe splitting up the checklist could've helped, because we could have received more accurate numbers for the other items we were evaluating.
2. During our qualitative data collection, we ran into the challenge of remaining neutral during our transitions. We didn't want our reactions to be leading - as if what the said was the “correct answer”. To avoid this, sticking to a single transition phrase like “thank you for your input” or “okay thank you” will help the interview stay unbiased and continuous.
3. To receive more information from our quantitative survey, we believe our survey could have been more clear. We ran into some issues with the format of our instrument, because the server we used did not allow for a clear or concise way to set up certain questions. For example, our question about what motivates people to attend Farmers'

Market could have been confusing because we had to use a table that could have been misinterpreted. With more time and resources, we could have utilized a different survey platform to complete this goal of ensuring no respondents are confused by any questions.

Appendix
