

Market Environmental Inclusivity Scan

Start of Block: Default Question Block

Q1 Market Environmental Inclusivity Scan

Q2 PART 1: This section is about YOU, the person completing the scan.

Q3 Your name:

Q4

Name of this market and day of the week:



Q4 Date of scan:
(mm/dd/yyyy)

Q5 Your race and/or ethnicity: (check as many as you'd like and feel free to be more specific using the "other" text box)

- American Indian or Alaska Native (1)
 - Asian (2)
 - Black or African American (3)
 - Native Hawaiian or Other Pacific Islander (4)
 - White (5)
 - Latino or Hispanic (6)
 - Other: (7) _____
 - Prefer not to answer (8)
-

Q7 Your age:

- 18-25 (1)
 - 26-40 (2)
 - 41-65 (3)
 - 65+ (4)
 - Prefer not to answer (5)
-

Q8 Your gender:

Female (1)

Male (2)

Gender non-conforming (3)

Transgender (4)

Intersex (5)

Other (6) _____

Prefer not to answer (7)

Page Break _____

Q51 PART 2 - CalFresh Shopping Experience

Q52 For this section: FIRST - go to booth and introduce yourself to the market manager. He or she will give you \$10 in CalFresh tokens and \$10 in Market Match tokens (No card or money needed). The CalFresh tokens can be used for any CalFresh eligible food products at the market; the Market Match tokens can be used only for fresh fruits and vegetables at the market. **SECOND** - make your purchases; you get to keep what you buy. **THIRD** - answer the next three questions about your experience.

Q53 Please rate your experience getting the tokens on a scale from 1 to 10.

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q54 Please rate your experience making purchases on a scale from 1 to 10

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q55

Take a picture of what you purchased using the tokens, email it to yourself, and tell us about your purchases.

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Q47 PART 3 - Market Observations

Q9 Please Note: In this section we ask you to count booths selling different types of products. Please do not double-count booths if they fall in several different categories, but instead choose the category that best fits each vendor booth.

Q10 How many fruit, nut or vegetable booths are at the market today? (please enter a number)

Q11 How many meat, cheese, honey or egg booths are at the market today?

Q12 How many prepared food booths (including baked goods, coffee, etc.) or food trucks are at the market today?

Q13 How many craft, non-profit, information or other booths are at the market today?

Q14

Is today a normal market day, or is there a special event today that brings in extra vendors?
(You may have to ask the market manager or a vendor to answer this question.)

- Normal market day (1)
 - Special Event today with the market (2)
-

Q15 Please answer **WHETHER** or **NOT** you observe the following at the market today:

	Observed today?	
	Yes (1)	No (2)

Vendors of color, considering all categories of vendors (approximate %?) (646)	<input type="radio"/>	<input type="radio"/>
Shoppers of color (approximate %?) (647)	<input type="radio"/>	<input type="radio"/>
Signs in languages other than English (what languages?) (648)	<input type="radio"/>	<input type="radio"/>
Signs about food assistance benefits being accepted (EBT/CalFresh, WIC, Senior coupons) (649)	<input type="radio"/>	<input type="radio"/>
Signs about market incentives ("Farmers Market Life" "Dollar-for-dollar match" "50% off produce with EBT" "Half off with SNAP" etc.) (650)	<input type="radio"/>	<input type="radio"/>
Signs/tables/cultural events representing diverse community interests (651)	<input type="radio"/>	<input type="radio"/>
Free parking nearby (within 1-2 blocks) (652)	<input type="radio"/>	<input type="radio"/>
Public transportation stops nearby (within 1-2 blocks) (653)	<input type="radio"/>	<input type="radio"/>
Sales, coupons, giveaways, customer loyalty programs, GoLocal program (654)	<input type="radio"/>	<input type="radio"/>
Taste testing or samples (655)	<input type="radio"/>	<input type="radio"/>
Prices clearly posted at MOST booths (656)	<input type="radio"/>	<input type="radio"/>
Signs informing of credit/debit card acceptance or existence of on-site ATM machine (657)	<input type="radio"/>	<input type="radio"/>
Seating available (658)	<input type="radio"/>	<input type="radio"/>
Shade available (659)	<input type="radio"/>	<input type="radio"/>

Restrooms or portable toilets available for customers (660)

Wheelchair accessible (661)

Disabled Parking spaces (662)

Playground, designated area for children to play, or children's activities (663)

Multiple families with children under 10 present (664)

Multiple adults appearing over 65 present (665)

Languages other than English being spoken (what languages?) (666)

A broad diversity of fresh produce, especially culturally appropriate/multicultural fresh fruits and vegetables (e.g. chilies, tomatillos, Southeast Asian vegetables, or other produce you may find in ethnic grocery stores) (667)

Culturally appropriate/multicultural foods in PREPARED foods section (i.e. food vendors selling snacks, meal options, hot foods) (668)

Music or entertainment at the market (669)

Page Break

Q15 Please rate the following on a scale from 1-10

Q16 Does this market feel safe?

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q17 Does this market seem clean?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)



Q18 What did you think about the QUALITY of the FRUITS AND VEGETABLES available at this market compared to where you usually buy fruits and vegetables?

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q19 What did you think about the PRICE of the FRUITS AND VEGETABLES available at this market compared to where you usually buy fruits and vegetables?

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q20 What did you think about the CULTURAL APPROPRIATENESS of the foods available at this market?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)

Q21 How friendly to CHILDREN does this market feel to you?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)

Q22 How friendly to OLDER ADULTS does this market feel to you?

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q23 How friendly to PEOPLE OF COLOR does this market feel to you?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)



Q24 How friendly to LOWER INCOME SHOPPERS does this market feel to you?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)

Q25 How convenient is the LOCATION of this market to lower income shoppers?

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q26 How convenient are the HOURS of this market to lower income shoppers?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

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Q27 PART 3: Market Inclusivity Comparison

Q28 *Imagine a farmers' market where people of every race, language, age, and gender are equally welcomed and included.*

How inclusive does the market you are at now feel compared to the "ideal farmers' market" you have imagined?

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q29 Name 3 things you observed that made you choose your rating:

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Q32 PART 4: Open ended questions

Q33 Tell us a little about your thoughts on the inclusiveness of this market. Please answer SOME of the following questions (You don't have to answer them all)

Q34 What specific things do you observe that make this market feel inclusive?

Q35 What specific things do you observe that make this market NOT feel inclusive?

Q36 What are 3 THINGS you would change about this market to make it more inclusive?

Q37 What would be the EASIEST thing to change about this market to make it more inclusive?

Q38 What would be the MOST IMPACTFUL thing to change about this market to make it more inclusive?

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Q40 Take a few pictures that capture your market experience, email them to yourself and tell us about them. What experiences, feelings, or thoughts do the photos represent to you? Please email your pictures and thoughts to Penny at paleff@ucdavis.edu when you are finished.

Q41 Do you have any other thoughts or comments?

End of Block: Default Question Block
