



City of
Peterborough

To: Members of the General Committee

From: Sandra Clancy, CAO and Acting Commissioner of Community Services

Meeting Date: June 10, 2019

Subject: Report CSD19-008
Peterborough and District Farmers' Market – Research to Date and Proposed Surveys

Purpose

A report to update Council on the results of the research of other farmers' markets and to share the survey questions for the proposed local public consultation process.

Recommendations

That Council approve the recommendations outlined in Report CSD19-008, dated June 10, 2019, of the Chief Administrative Officer and Acting Commissioner of Community Services, as follows:

That Report CSD19-008 Peterborough and District Farmers' Market research to date and proposed surveys be received for information.

Budget and Financial Implications

There are no additional budget or financial implications associated with receiving this report. There will be incidental expenses related to public consultation, which will be conducted using in-house resources.

Background

Report CSD19-008 is being provided in follow up to Reports CSAD18-006 and CSD19-002 pertaining to the Peterborough and District Farmers' Market. These Reports were considered by Council at the Council meetings held December 10, 2018 and February 25, 2019.

At its meeting of February 25, 2019, Council approved the following recommendations outlined in Report CSD19-002:

- a) That staff be directed to proceed with public consultation as outlined in Report CSD19-002;
- b) That staff be directed to report back to Council in the spring of 2019 with the results of research of other farmers' markets and proposed survey questions and then report back in the fall of 2019 with the results of the public consultation and options for moving forward;
- c) That Council approve an extension to the current license agreement with the Peterborough and District Farmers' Market which will expire May 1, 2019 for one year until May 1, 2020; and
- d) That the RFP be awarded no later than January 2020 and should there be a delay, staff report to Council as soon as possible.

Report CSD19-008 deals with item b) above. In addition, this Report provides a brief summary of the proposed process that will be followed for community/stakeholder consultation using internal staff resources.

Research of Other Farmers' Markets

Online Survey of Other Farmers' Markets Across Ontario

The primary method for researching other farmers' markets across Ontario was via an Online Survey developed by staff (Appendix A).

The survey covered the following areas, as committed to in Report CSD19-002:

- Municipal involvement in each market
- Property ownership
- Operating model
- Governance
- Membership
- Enforcement

- Bylaws, licences, agreements
- Items sold (locally grown, prepared food, resellers, crafts, etc.)
- Signage requirements

Staff sent Survey invitations to 172 farmers’ markets across Ontario. The Survey opened on Friday April 12, 2019 and closed on Friday April 25, 2019. It contained 23 questions and the average completion time was 9 minutes per survey.

Completed Survey responses were received from 62 farmers’ markets across Ontario. Appendix B provides a map showing the locations of the Survey respondents. A listing of the market locations is provided at the start of Appendix C – Responses from Surveys of Ontario Farmers’ Markets.

Phone Interviews with Lead Ontario Farmers’ Markets

In addition to the Online Surveys, staff conducted telephone interviews with 10 farmers’ markets from around Ontario. The telephone interviews included the Survey questions. The additional markets staff contacted were those identified by other markets as being leaders in their field or models to look to in terms of best practices. A summary of their responses is included as Appendix D.

Phone Interviews with Farmers’ Market Associations

Staff also conducted telephone interviews with a researcher who has conducted extensive research on farmers’ markets best practices and governance structures, and with Associations who play an important role in supporting and guiding farmers’ markets.

The Associations contacted include:

- Farmers’ Markets Ontario
- Greenbelt Farmers’ Market Network
- National Farmers Union

Data from Surveys of Other Farmers’ Markets

Appendix C provides summarized responses for each question in the Online Survey presented using tables and graphs. Common themes and conclusions will be identified once the local consultation processes are complete.

Proposed Local Consultation Process and Survey Questions

Surveys

The primary method that staff will use to consult market operators, vendors, consumers, visitors, other key stakeholders, and the community at large will be via surveys in both online and paper formats. The surveys will be customized to each respondent group.

As requested by Council at its February 25, 2019 meeting, staff have included copies of the survey questions proposed for the local consultation (Appendix E and F).

Appendix E provides the survey questions proposed for the Community Survey. This is the Survey that will be used for market consumers, visitors, other key stakeholders, as well as the community at large.

Appendix F provides the survey questions proposed for the Market Operators and Vendors Survey that will be distributed to local market operators and vendors, regardless of which farmers’ market they attend.

The surveys will open June 25, 2019 and will be left open until July 31, 2019. Various methods will be used to promote the surveys, including occasional staff attendance at the local markets.

Next Steps

The next steps will be to finalize, distribute, and promote the Community and Market Vendor Surveys, which will run throughout the first half of the summer.

Once the research and information gathering is complete, staff will report back to Council in the fall on the findings and recommendations for an RFP process.

The RFP will be issued in the fall of 2019 with the RFP to be awarded no later than January 2020, as per Council’s direction to staff in Report CSD19-002. If there is to be a delay, staff is to report to Council as soon as possible.

Summary

The first phase of the farmers’ market review process is mostly complete consisting primarily of the Online Surveys to other farmers’ markets across Ontario. Responses were received from 62 farmers’ markets across the province. In addition, staff conducted telephone interviews with 10 farmers’ markets. These were the markets that were identified by the other Ontario markets surveyed as successful markets to look at for best practices.

Staff is proposing using online and paper surveys to gather information from market operators, vendors, consumers, visitors, other key stakeholders, and the community at large. The proposed questions are attached as Appendix E and F.

As committed to in Report CSD19-002, the research will be used to gain a better understanding of what is needed in the City of Peterborough in terms of a farmers' market and to inform the RFP process to select a long-term market operator at Morrow Park.

Submitted by,

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Attachments

Appendix A: Survey of Ontario Farmers' Markets (questions only)
Appendix B: Map Showing Locations of Survey Respondents Across Ontario
Appendix C: Summarized Responses from Surveys of Other Farmers' Markets
Appendix D: Summary of Discussions with Lead Farmers' Markets
Appendix E: Proposed Questions for Community Survey
Appendix F: Proposed Questions for Market Operators and Vendors Survey