



LNK Market Community Conversations

Primary Report Author:

Lisa M. PytlikZillig, PhD

University of Nebraska Public Policy Center

Other Contributors:

This report was prepared with assistance and feedback from the
USDA Value Added Producer Grant Steering Committee

Important Dates:

Data collection: November 2017 to February 2018

Last revised: 20 March 2018

Suggested Citation:

PytlikZillig, L. M. (2018). LNK Market Community Conversations. Lincoln, NE: University of Nebraska Public Policy Center.

CONTENTS

1	Executive Summary.....	4
1.1	Participant Characteristics.....	4
1.2	Major Findings	5
1.2.1	Positive visions	5
1.2.2	Concerns and barriers.....	5
1.2.3	Brainstormed solutions and facilitators.....	5
1.2.4	Measured attitudes and attitude stability	6
2	Introduction.....	7
3	Procedures	7
3.1	Recruitment	7
3.2	Community Conversations.....	8
3.3	Pre-Post Surveys.....	10
4	Results.....	11
4.1	Recruitment surveys.....	11
4.1.1	Participant Characteristics	11
4.1.2	Reasons and Questions Expressed on Recruitment Survey	14
4.2	Elaborations from Focus groups & Open-Ended Survey Questions.....	17
4.2.1	Hopes, Dreams, and Visions for a downtown LNK Market.....	17
4.2.2	Concerns, Fears, and Barriers.....	19
4.2.3	Brainstormed Solutions to Problems and Facilitators of Market Success	22
4.3	Pre-Post Survey Changes	25
5	Conclusions and Limitations.....	33
6	Appendices.....	34
6.1	Recruitment Flier and Recruitment Survey	34
6.1.1	Lists of reasons for favoring (or not) a LNK downtown Market.....	40
6.1.2	Lists of questions related to a LNK downtown Market	45
6.2	Focus Group Design: Prompts for Community Conversations and Resulting Themes.....	50
6.2.1	Script for Moderators	50
6.2.2	Themes from Focus Groups	52
6.3	Full Descriptive Results in Order of Pre-Post Survey.....	58
6.3.1	Open-ended questions about public markets and local food markets	58

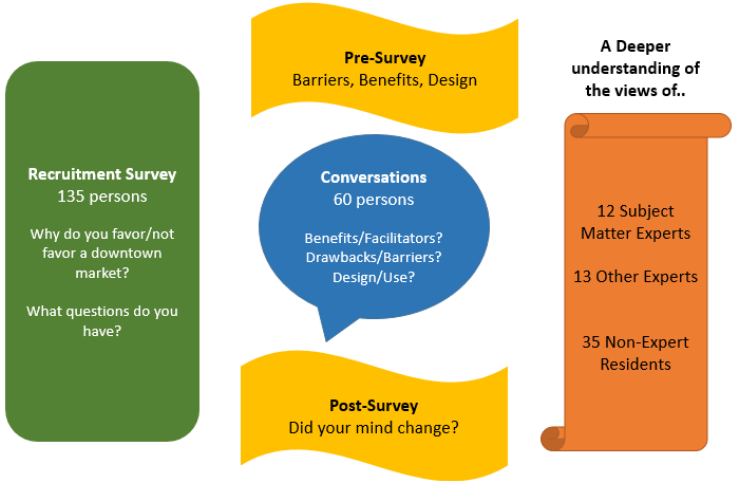
6.3.2	Open-ended questions about negatives or concerns.....	62
6.3.3	Open-ended questions about positives, benefits, and facilitators	65
6.3.4	Open-ended questions about increasing likelihood of visits	68
6.3.5	Closed-ended agreement with positive and negative beliefs.....	72
6.3.6	Closed-ended likelihood of engaging with the market.....	75
6.3.7	Closed-ended ratings of factors that might increase patronage.....	77
6.3.8	Participant characteristics: Participation in local food	81
6.3.9	Mid-Survey: Comments? Reactions? Thoughts?.....	82
6.3.10	Additional Post-Survey Questions	83

1 EXECUTIVE SUMMARY

This report details the procedures and results from two public engagements conducted around the possibility of a year-round public market that might be situated in or near Lincoln’s downtown area. The purpose of these engagements was to uncover and explore the range of responses, hopes, concerns, and perceived benefits, barriers, and facilitators of a year-round Lincoln market.

A multi-pronged approach was used in which recruitment survey responses from about 135 persons was combined with pre-post surveys and in-depth conversations with 60 persons as shown in Figure 1.1.

Figure 1.1. Research questions and data sources



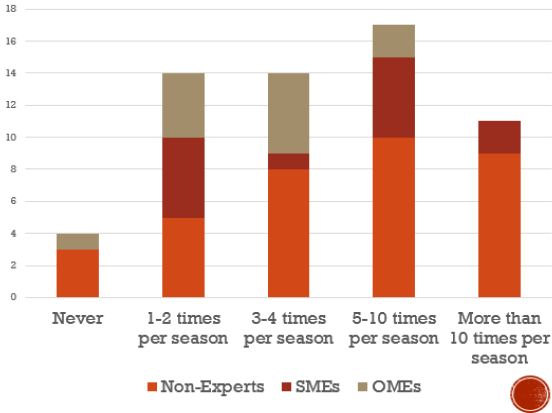
The final report includes all three strands of information: from the recruitment surveys, pre/post surveys, and from the in-depth conversations. Because the “broader public” is likely to include mostly everyday people without particular expertise related to food and produce, many of the results presented in this report are separated by types or levels of expertise.

1.1 PARTICIPANT CHARACTERISTICS

The conversation attendees included a relatively diverse mix of approximately 35 everyday (non-expert) residents (who were the primary target group) along with 12 subject matter experts with expertise in food, and 13 other matter experts (e.g., community and city leaders). Of those attendees reporting demographics, 60% were women, 88% White, 4% Asian, 5% Black, 2% Hispanic, and 86% had a college degree. Also, the majority (59%) either lived or worked downtown, or both.

Regarding attitudes toward the market at recruitment, only one person completing the recruitment survey indicated being slightly against the market, and that person did not attend the conversation. The majority of the conversation attendees (58%) reported being strongly for the market, with 39% slightly/moderately in favor, and 3% neutral or undecided. Attendees were also quite familiar with local produce through farmers markets as shown in Figure 1.2.

Figure 1.2 Conversation participants’ engagement in local farmers markets



1.2 MAJOR FINDINGS

1.2.1 Positive visions

The range of reasons that people reported for being excited and favorable toward a market included a number of beliefs and hopes regarding what the market might be like. Five themes seemed to especially capture the conversation participants' visions of what the market could be:

1. A downtown market that would be good for Lincoln's economic development.
2. A downtown market that would meet needs of area residents and workers, as well as certain needs that extend beyond downtown.
3. A year-round market that would advance sustainability, health, and educational goals.
4. A market that would showcase Nebraska's unique culture, and be a place where culture and community is developed.
5. A market that is fun, relaxing, enjoyable, has "something for everyone" and has a great atmosphere.

1.2.2 Concerns and barriers

The range of concerns that were raised suggested a certain amount of caution and "local self-doubt" about the appeal of the market to Lincoln residents and the market sustainability. Across data sources, the following themes relating to concerns and barriers were raised:

1. A downtown market might create or be subject to negative competition with other businesses.
2. Financing: Views ranged from "I don't want a downtown market to be publicly funded" to "the market needs to be publicly funded."
3. Will a LNK Market be feasible and sustainable?
 - a. Nebraskans are not part of a "public market" or "local food market" culture.
 - b. Farmers may not be able to meet the demands of a year-round market.
 - c. The logistics of the market may form a barrier that cannot be overcome.
 - d. The actual market will not have the features and advantages of the "envisioned" or hoped for market.

1.2.3 Brainstormed solutions and facilitators

Conversation participants went beyond offering their range of views to offer ideas and solutions to the challenges and concerns they had identified. Participants offered ideas about the following:

- general facilitators of success (such as ample parking, descriptions of pleasant atmospheres),
- how food and health culture might be changed and how the public might increase in knowledge about local food and sustainability issues over time through education and engagement,
- and solutions to other concerns such as the need to plan and build the market in cooperation with instead of competition with other businesses, the importance of taking food stamps/SNAP, and discussion of how locations such as Pershing might help with market logistics.

MAJOR FINDINGS

- Lots of **excitement** about the possibility of a downtown market, for lots of reasons
- Excitement was, however, tempered by **caution** and "**local-self-doubt**"
- Discussion appeared to **amplify** both **DESIRES** and **DOUBTS**
- People were enthusiastic about **finding solutions** and wanted the market to **plan for success**

1.2.4 Measured attitudes and attitude stability

While the main focus of our study was on the ranges and types of qualitative responses, the quantitative part of the survey allowed for comparisons among different viewpoints as well as an assessment of the stability of various attitudes in the course of discussion. In the pre-post survey results, there was evidence that conversation participants tempered their excitement somewhat in the face of various concerns; as well as increased their estimated likelihood of attending the market.

Figure 1.3 Pre-post agreement with statements about a downtown Lincoln year-round market



For example, as shown in Figure 1.3, the overall average agreement that a downtown market would address Lincoln’s food desert issues and revitalize the downtown area were less endorsed at post than at pre. This may reflect an increased amount of “local self-doubt” by conversation attendees as

concerns and barriers were discussed. At the same time, however, as shown in Figure 1.4, non-expert residents increased their rated likelihood of visiting of the market at least monthly and at least weekly or more often. It is possible that as non-expert residents were faced with concerns about the sustainability and funding of such a market, they reacted by increasing their own commitment to visit the market themselves.

Figure 1.4 Non-expert residents’ average ratings of likelihood of engaging with a downtown Lincoln market



Finally, it is notable that when asked what market features would increase the likelihood of people attending the market either occasionally (e.g., 1-2 times per year) or frequently (e.g., at least monthly), the least rated features were the offering of daily living products (e.g., toilet paper, toothpaste), crafts/homemade goods, and non-locally produced foods. However, the rated importance of non-locally

produced foods increased from pre to post as likely to increase both frequent and occasional visits to such a market. Meanwhile, some of the most highly rated market features were the offering of an attractive atmosphere, local food, and ethnic restaurants. From pre to post conversation, the importance of atmosphere increased in importance for frequent (at least monthly) visits and the inclusion of ethnic restaurants and cultural festivals or activities/events both were rated more highly for encouraging occasional visits (1-2 times per year).

2 INTRODUCTION

The present report details the procedures and results from two public engagements (community conversations) conducted around the possibility of a year-round public market that might be situated in or near Lincoln’s downtown area. The results of this effort complement other, related, efforts such as the *Feasibility Analysis Regional Food Hub and Support Facilities* study conducted by the Joslyn Institute for Sustainable Communities for the Omaha/Lincoln Metro Region of Southeast Nebraska.

The primary purposes of the community conversations were to find out the range and varieties of Lincoln resident sentiments and reactions to the idea of a year-round (12-month) market in or near to Lincoln’s downtown area. In particular, the steering committee felt it would be useful to know what might foster residents’ visiting the market, buying local food from the market, and doing so as part of their regular routine. Such questions require an understanding of the range of motivations that might foster community interest in and support of a year-round market, as well as motivations that might work against public support or the success of the market more generally.

With these goals in mind, the following categories of questions were determined to be especially of interest to the study group:

- **Regarding resident beliefs and attitudes...** What are Lincoln residents’ beliefs and feelings about a year-round market? Is the public generally positive about the idea of a year-round market? What do residents see as the benefits and barriers to a year-round market, and what phrases capture the range and intensity of different beliefs and feelings they may have? Understanding the range of such responses could provide the basis for a larger survey that then determines the frequency and predominance of different views among the larger Lincoln population, as well as how such beliefs and attitudes vary by population characteristics (e.g., socioeconomic status, age, gender, ethnicity, and so on).
- **Regarding market design...** Are there certain design aspects that might be likely to draw people to the market on either an occasional and/or regular basis? Are there possibilities for the market that would make the market unique to “Nebraska culture” and that may diverge from other markets, for example, established on the coasts? What factors relate to locals desiring the local food that might be offered at the market?
- **Regarding messaging...** Are there certain messages and types of information that impact how people feel or think about a year-round market that offers local food? For example, how do Lincoln residents react to messages about sustainability and responsibility, or messages regarding price and year-round access? Are there certain messages, for example relating to family farms, which might tap into positive feelings for Nebraskans specifically?

3 PROCEDURES

3.1 RECRUITMENT

Recruitment efforts were especially directed to involving “everyday residents” with no particular expertise in local food, local businesses, or marketing. It was hoped that the community conversations could involve a wide range of residents, including the following groups:

- Those living and/or working in the downtown area
- Students at the university
- Those who might be from other areas of Lincoln and willing to commute to the market
- Those who do *not* regularly attend existing farmers markets, as well as those who do
- People who live in food deserts (whether downtown or other)
- Younger families with or without children
- Persons of varied socioeconomic classes and racial and ethnic backgrounds

In order to recruit such persons, a multi-pronged approach was used, including the following:

- Creating fliers that were then posted in and around downtown businesses, churches, community centers, and at the university (see Appendix in 6.1 for flier)
- Announcing the community conversations on email lists available to members of the steering committee and connected to the university
- Sending individual invitations to people inside and outside of the social networks of the steering committee
- Requesting that community centers and other organizations invite their members
- Requesting that those expressing interest in the community conversations also invite other neighbors, colleagues, family members, and friends who might be willing to share their perspectives on the market

In order to obtain contact information from those willing to attend the community conversation, residents were directed to an online registration form (go.unl.edu/LNKMarket) which first offered a definition of a year-round or local food market, and then asked volunteers for their names, emails, phone numbers, their availability on the dates of the conversations, whether they lived/worked downtown, and the extent to which they favored a downtown public market. In addition, open-ended questions allowed respondents to state their reasons for favoring (or not favoring) a market, and to list any questions they had about such a market. Finally, respondents were also asked to indicate their demographics (e.g., gender, age, ethnicity, and zip code).

The recruitment efforts resulted in approximately 135 persons visiting and signing up on the recruitment site, and approximately 60 attendees across the two community conversations. As noted in section 3.2., a number of attendees in the first conversation were food/production subject matter experts (SMEs) or persons who had special expertise in other areas (other matter experts, OMEs). Because such persons were not the main targets of the current study, it was decided both to separate the SMEs/OMEs from non-experts in the first community conversation, and to have a second community conversation to gather additional “everyday resident” (non-expert) voices together.

3.2 COMMUNITY CONVERSATIONS

A number of methods were initially considered for the purposes of gathering public views on the idea of a downtown public market. While surveys are beneficial for obtaining quantitative data and rapid off-the-cuff responses, they are less apt to lead to deep understanding of the views that people hold. Furthermore, voluntary surveys typically result in non-representative measures of public attitudes. Meanwhile, expensive random-sample surveys, while often more representative, require an initial understanding of the public’s views to pinpoint the most useful survey questions.

The steering group, in consultation with the Public Policy Center, determined that in-depth conversations were needed to form a better understanding of the variation in the views of Lincoln residents. A semi-structured focus group approach was employed to provide structure to the conversations, and to ensure certain high-priority questions were asked of each group. This structure allows the flexibility of unforeseen topics to arise and for the moderators to follow those topics, and to prompt for clarification and in-depth responses.

To gather as varied views as possible, the community conversations were held in two different locales (the Nebraska Innovation Campus and the F-Street Community Center) and food and drink was offered at each meeting (lunch at NIC, and cookies and coffee at F-Street). Babysitting was also offered at the F-Street meeting; however, it may be noteworthy that no participants took advantage of that offering.

Upon arrival, participants were welcomed, given a packet that included their pre- and post-survey, offered food and drink, and directed to their table to complete their pre-survey. Note that in the first community conversation an attempt was made to identify food subject matter experts (SMEs) and persons with other relevant expertise (e.g., in community leading and organizing, OMEs) and then to place them all at the same table so that their views would not unduly influence the views of the “everyday residents” (non-experts). In the second community conversation we instead attempted to, as much as possible, prioritizing non-expert voices rather than SMEs and OMEs.

After about 5-10 minutes, participants were instructed to please finish up their surveys, and then to listen to a brief introduction. A steering committee member then gave a short 10-15 minute description of the goals of the group, and the prior work that had been done to investigate the possibility of a public market or local food market in the downtown area. Following that introduction, moderators guided their small groups in discussion. The groups were comprised of approximately 8-12 members in order to ensure that everyone would get to speak and share their perspectives.

The public engagements (i.e., community conversations) used a semi-structured focus group approach designed to elicit and probe for the range of viewpoints held by Lincoln residents. The full protocol is given in the appendices (see 6.2), but the major questions, which referenced a pre-survey participants had completed upon arrival, were as follows:

1. The first two questions on the survey asked you what you thought of when hear the words “Public Market” or “Local Food Market.” Would anyone be willing to share their answers?
2. The next question asked you: What are some potential negatives that might be associated with a local food market/public market in downtown Lincoln? For example, what concerns do you or might others have? Or what might be the barriers to Lincoln having a successful downtown local food market/public market?
3. The next question asked about the potential positives that might be associated with a local food market/public market in downtown Lincoln. For example, what benefits might be possible, if Lincoln had a year-round public market downtown? Or, what things might facilitate Lincoln having a successful downtown local food market/public market?
4. Some of the potential positive and negative reactions to a market were listed under #6 on the pre-survey.
 - Were any of these items confusing or difficult to understand?
 - Did any of the items raise questions in your mind?

- Did any of the items resonate with you, as particularly true, or as particularly false?
 - What is missing from the list in #6?
5. The last open-ended question on your survey asked: What would increase the likelihood that you would visit the downtown public market...At least 1-2 times per year?...At least monthly or more often, as a regular part of your routine? Would someone be willing to share their answers?

As shown, these questions were designed to identify the range of public reactions to a year-round public food market (especially #1,4), public perceptions of specific benefits and barriers (especially #2,3), and features of market design that might enhance public support and use (especially #5). To increase the generalizability of findings beyond the attendees, participants were asked to report both their own views and the views of people in their social networks (friends, family members, colleagues, clients). Facilitators and steering committee members took notes on the discussions as they took place and these notes were integrated into broad themes that are listed in the appendices (see 6.2.2) and summarized in the results section (see 4.2).

3.3 PRE-POST SURVEYS

To begin to understand both how Lincoln residents view a downtown market as well as whether their views might be changed by information, conversation participants completed short surveys both before and after their participation in the conversation (see appendices, 6.3, for full survey questions and responses). As noted earlier, several of the survey questions were then discussed during the conversation, allowing participants to share and potentially refine their views.

Questions that were asked only on the pre-survey included *“What are the first things that you think of when hear the words “Public Market”? Please list a couple examples of associations below”* and *“What are the first things that come to mind when you hear the words “Local Food Market”? Again, please list a couple of examples below,”* as well as questions about the potential barriers and benefits of a year-round downtown market, and the factors people believed might increase the likelihood of visiting the market at least 1-2 per year versus at least monthly.

Questions that were asked on both the pre and post survey included closed-ended questions relating to potential beliefs and attitudes toward a year-round local food/public market. For example, survey participants were asked to rate the extent to which they agreed that the market “is an unnecessary luxury” or “would revitalize Lincoln’s downtown area.” They also rated the likelihood that they would engage with the market, such as by visiting the market 1-2 times per year, buying food for special occasions, eating at a market restaurant, and so on; and rated the extent to which various design factors (e.g., ethnic restaurants, entertainment, crafts, nearby parking) might increase the likelihood that they would visit the market 1-2 times per year versus monthly or more often.

During the conversation, participants also had a mostly blank sheet of paper upon which they could write additional comments and thoughts in open-ended format.

Finally, two survey questions only appeared on the post survey. One was a closed-ended question asking participants if they changed their mind about anything from before to after the conversation. In response to this question participants could rate the extent they changed their mind from 0 = not at all to 3 = quite a bit. The other was an open-ended question inviting respondents to explain how their

views changed and why. Note that, for the second community conversation event, the time available for the event was reduced from 90 to 60 minutes making it difficult for people to complete the post-survey. Those who did not wish to complete the entire post-survey were encouraged to at least complete the two “change of mind” questions.

4 RESULTS

4.1 RECRUITMENT SURVEYS

4.1.1 Participant Characteristics

The recruitment surveys provided information about who attended the conversation events, as well as the ability to compare those attending to those that indicated interest but did not attend. Tables 4.1 and 4.2 list the characteristics of those attending versus not attending (but expressing interest on the registration website) the conversation events.

As shown in Table 4.1, about two-thirds of the conversation participants reported their age in the 35-64 years age range. (By comparison, only 41% of those registering but not attending were in that age range.) In the older and younger age ranges there were about twice as many who expressed interest but did not attend as those who did attend. Table 4.1 also shows somewhat more representation by females than males (60% vs. 40%) and somewhat over-representation of whites (88% of the attendees, while Lincoln’s white population was estimated at 82% by the 2015 American Community Survey). The participants were also well-educated, with more than 85% having at least a bachelor’s degree, which included the 33% who had graduate or professional degrees. Further, more than half of the attendees were in the highest income category measured. By comparison, only about one-third of those expressing interest but then not coming to the conversation were in the highest income category.

Table 4.1: Participant Demographic Characteristics

Demographics	ATTENDEES		INTERESTED (Non-Attendees)		TOTAL	
	n	Valid Percent	n	Valid Percent	n	Valid Percent
Age						
19-24 years old	6	10.2	15	21.4	21	16.3
25-34 years old	7	11.9	13	18.6	20	15.5
35-49 years old	17	28.8	15	21.4	32	24.8
50-64 years old	22	37.3	14	20.0	36	27.9
65 or older	7	11.9	13	18.6	20	15.5
Gender						
Female	36	60.0	42	60.9	78	60.5
Male	24	40.0	27	39.1	51	39.5
Race/Ethnicity						
White	50	87.7	62	93.9	112	91.1
Asian	2	3.5	3	4.5	5	4.1
Black or African American	3	5.3	1	1.5	4	3.3
Hispanic	1	1.8			1	0.8
Mixed	1	1.8			1	0.8

Demographics	ATTENDEES		INTERESTED (Non-Attendees)		TOTAL	
	n	Valid Percent	n	Valid Percent	n	Valid Percent
Education						
High School Diploma/GED	1	1.7	1	1.4	2	1.6
Some college, but no degree	5	8.6	8	11.6	13	10.2
Technical/Associate/Junior College (2yr)	2	3.4	2	2.9	4	3.1
Bachelor's Degree (4 yr, BA, BS, RN)	31	53.4	32	46.4	63	49.6
Graduate or Professional degree (Master's, PhD, Law, Medicine)	19	32.8	26	37.7	45	35.4
Annual Income						
Below \$22,000	4	6.8	8	12.1	12	9.6
\$22,000 to \$29,999			6	9.1	6	4.8
\$30,000 to \$36,999	6	10.2	5	7.6	11	8.8
\$37,000 to \$44,999	3	5.1	8	12.1	11	8.8
\$45,000 to \$51,999	4	6.8	10	15.2	14	11.2
\$52,000 to \$59,999	2	3.4	2	3.0	4	3.2
\$60,000 to \$67,999	4	6.8			4	3.2
\$68,000 to \$74,999	5	8.5	5	7.6	10	8.0
\$75,000 or more	31	52.5	22	33.3	53	42.4

Note: Valid percent is the percentage out of the total persons answering a given question, excluding missing responses.

As shown in Table 4.2, there 42% of the conversation participants were SME or OMEs. As noted in the procedures, to make it clearer what every day non-expert residents feel and believe about having a Lincoln market downtown, we attempted to separate the discussions of the experts from the non-experts, and in the results that follow, we also separate the responses of SMEs, OMEs, and non-experts. Note that assignment to expert and non-expert categories was done based on the knowledge of steering committee members, and self-reports of the participants regarding why they were interested in the discussion of the market (e.g., if they noted they had special expertise). Thus, the categorization may not be perfect, but should help with ascertaining results that generalize across groups versus results that are more specific to experts or non-experts.

Table 4.2: Market-Relevant Participant Characteristics

Market-Relevant Characteristics	ATTENDEES		INTERESTED (Non-Attendees)		TOTAL	
	n	Valid Percent	n	Valid Percent	n	Valid Percent
Expertise						
Subject Matter Expert (Food)	13	21.7	12	15.8	25	18.4
Other Matter Expert	12	20.0	7	9.2	19	14.0
Live and/or work downtown?						
No, I do not live or work downtown	24	40.7	29	38.7	53	39.6
I work downtown, but do not live there	26	44.1	25	33.3	51	38.1
I live downtown, but do not work there	1	1.7	11	14.7	12	9.0
I both live and work downtown	8	13.6	10	13.3	18	13.4
Favor or against LNK Market?						
slightly against			1	1.4	1	0.8
neutral or undecided	2	3.4	5	6.9	7	5.3
slightly in favor	6	10.2	3	4.2	9	6.9

Market-Relevant Characteristics	ATTENDEES		INTERESTED (Non-Attendees)		TOTAL	
moderately in favor	17	28.8	17	23.6	34	26.0
strongly in favor	34	57.6	46	63.9	80	61.1
Zipcodes as entered						
6850			1	1.9	1	1.0
68502	1	1.9			1	1.0
68117	1	1.9			1	1.0
68301	1	1.9			1	1.0
68347	1	1.9	1	1.9	2	1.9
68404	1	1.9			1	1.0
68405	1	1.9			1	1.0
68428			2	3.8	2	1.9
68502	13	25.0	11	21.2	24	23.1
68503	2	3.8	5	9.6	7	6.7
68504	2	3.8	1	1.9	3	2.9
68505			1	1.9	1	1.0
68506	8	15.4	7	13.5	15	14.4
68507	1	1.9	2	3.8	3	2.9
68508 (Downtown)	8	15.4	11	21.2	19	18.3
68510	3	5.8	3	5.8	6	5.8
68516	2	3.8	5	9.6	7	6.7
68521	3	5.8			3	2.9
68526	1	1.9			1	1.0
68528	3	5.8	2	3.8	5	4.8

Note: Valid percent is the percentage out of the total persons answering a given question, excluding missing responses.

Table 4.2 also shows that nearly 60% of those that participated in the community conversations either lived or worked downtown, or both. The highest percentage of participants were from the 68502 zip code which is just south of downtown. The next highest representation was from 68508 (downtown) and 68506 (southeast of downtown). Finally, Table 4.2 makes it clear that those most interested in coming to discuss or in following the idea of a downtown market are strongly in favor of such a market. Only one person registering (but not attending) for the community conversations indicated being slightly against the market. The majority of the conversation attendees (58%) reported being strongly for the market, with 39% slightly/moderately in favor, and only 3% neutral or undecided.

Table 4.3: Participant Experience with Lincoln Farmer’s Markets and Local Food

Survey Questions	Non-Expert		SME		OME		All	
	M	SD	M	SD	M	SD	M	SD
1. How often...shop at Lincoln's existing farmer markets when open?	2.49	1.27	2.31	1.18	1.67	0.89	2.28	1.21
In the past year, did you...								
2a. Participate in...community garden	0.20	0.41	0.25	0.45	0.00	0.00	0.17	0.38
2b. Participate in...food cooperative	0.31	0.47	0.69	0.48	0.50	0.52	0.43	0.50
2c. Participate in...local CSA	0.31	0.47	0.38	0.51	0.00	0.00	0.27	0.45
<i>Approximate n:</i>	35		13		12		59	

Note: for question 1: 0 = never, 1 = 1-2 times per season, 2 = 3-4 times, 3 = 5-10 times, 4 = more than 10 times per season. For question 2, 0 = no, 1 = yes, thus decimal is the proportion answering yes.

Table 4.3 shows the results of some questions asked on the pre-event survey (completed upon arrival at the community conversation), also pertaining to participant experience with Lincoln’s existing farmer’s markets and local food sources. As shown, the food subject matter experts (SMEs) were more likely than either the non-experts or the OMEs to participate in community gardens, food cooperatives, or buy food from local community supported agriculture (CSA). Nonetheless, overall, 43% of the conversation attendees participated in a food cooperative and 27% participated in community supported agriculture.

Table 4.3 also shows that the non-experts and subject matter experts participating in the conversations reported attending existing farmers markets between 4 and 5 times per season on average. The other matter experts (OMEs) reported less attendance (on average, between 2 and 3 times per season).

Figure 4.1. Counts of conversation participants' reported frequency of visits to Lincoln's existing farmer's markets

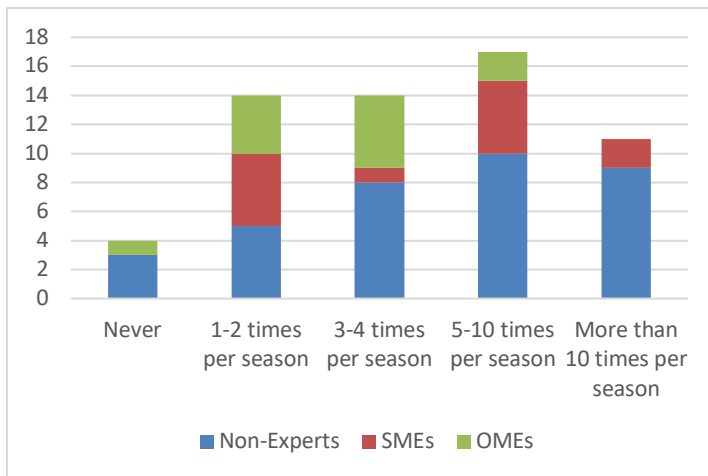


Figure 4.1 illustrates the counts of persons attending the community conversation reporting different levels of attendance at the existing farmer’s markets. As shown, the modal response was 5-10 times per season, and only four persons indicated never going to the farmers markets.

4.1.2 Reasons and Questions Expressed on Recruitment Survey

In addition to asking participants to report demographics, they were asked, on the recruitment survey, to explain why they were for or against a public market, and to indicate any questions they had. In part these recruitment survey questions were designed to assist meeting conveners prepare for the meeting by providing an idea of pre-existing notions of the pros and cons of a downtown market that could then be probed further during discussion, and also giving meeting organizers a chance to prepare for questions.

The full responses separated by group (non-expert, SME, and OME) are listed in the appendices (see 6.1.1 and 6.1.2). Many of the reasons for desiring a downtown market offered by non-experts included references to the need for the market, and its potential health, community, economic, and cultural benefits, as paraphrased in Box 4.1. Although very few people mentioned reasons for not desiring a downtown market, a number of concerns were nonetheless raised as people explained their reasons for wanting a market. Such concerns were also implied by many of the questions that people offered in the recruitment survey as paraphrased in Box 4.2.

Box 4.1. Reasons for supporting a LNK Market Reported on Recruitment Survey

The market would bring economic benefits:

- Perceived economic benefits: For example, some expressed the belief that it would provide “opportunity for growth of local, small businesses driving economic engines”
- Belief that it would improve the “vitality of downtown”
- Tourism would improve (as well as meeting the needs of people in the area)
- Desire to support local businesses, including local growers
- Could be a small business incubator and also a place to provide job training

There is a need for such a market:

- Need for food shopping venues in downtown area: i.e., affordable, proximate, walking distance, available to residents and students
- Desire for year round access, not only access when the farmer’s markets are open
- Desire for “single point of access” rather than needing to go to multiple farmer’s markets
- View that the (presumably indoor) market would allow for sales in bad weather

The market would be good for educational and environmental purposes:

- Belief that such a market would promote sustainability and local consumption
- Belief that it would connect consumers and food suppliers in beneficial ways, including helping to “educate citizens on where their food comes from”
- Desire for local food, straight from producers, and thus one knows “where” it is from

The market would have cultural and entertainment value:

- View that the market would be fun, enjoyable, and entertaining, and have a huge variety of foods and vendors
- View of the market as a place to showcase local culture and as a way to build city pride. As one person noted, “I would like to see Lincoln become known as a local food hub with urban ag opportunities”
- Belief that it “would provide a diverse cultural atmosphere that would benefit the community of Lincoln and visitors”

The market would have social/community benefits:

- Desire for a place for local makers and doers
- Belief that such a market is a place “to bring the community together”

The market would have health benefits:

- View that such food makes the best food choices; a valuing of fresh, local food

Box 4.2. Concerns and Questions about a LNK Market Reported on Recruitment Survey

How feasible is such a market for Lincoln?

- Will there be enough local support?
- Seasonal markets get more attendees per event.
- Is it feasible to have much year-round quality fresh locally grown food?
- Are there enough farmers to meet demand?
- It is easier to go to the store in the winter, rather than to a market.

How will it be financed, and will it be affordable to both consumers and tax payers?

- If government assistance is provided, taxes will be raised.
- How will it be financed?
- Will the spaces be affordable for farmers/producers?
- What will the prices be like?
- Will it benefit lower income or take advantage of them?
- Will it provide job opportunities?

Where will it be located?

- Parking, transportation, needs to be considered.
- It should be in a neighborhood likely to support it

How will this affect other already existing businesses?

- Open Harvest already meets my needs
- Will this compete with farmers markets to their detriment

Will it have the attractive features that people would like?

- What types of businesses will be included? (local farmers or just food trucks?)
- Will there be green space?
- What other programming will be present?
- Will it be held inside and/or outside?
- How will consumers know their purchases benefit the farmers not big business?
- How and will organic labeling take place?
- Delivery is a must if downtown.

What will be the management structure?

- Privately or publicly owned?
- Are there restrictions for what vendors can sell?
- How will vendors be selected and vetted?
- Will it include strictly local farmers or those in other states?
- Permanent vendors or can vendors sign up for a week or two (rotating vendors)?
- Will it be open to everyone or only to those paying a membership?
- What is the plan if it fails to meet expectations?

4.2 ELABORATIONS FROM FOCUS GROUPS & OPEN-ENDED SURVEY QUESTIONS

The open-ended questions and the focus group discussion covered similar topics, including perceived benefits and barriers of a downtown market, and perceptions of different descriptions of the market, as well as the factors that might improve both frequent and occasional market visits. Many of the themes arising in the conversations reflected those also seen in the reasons and questions offered as part of the recruitment survey. Conversation participants added their experiences and stories to provide a deeper explanation of their views. In addition people brainstormed potential solutions to their concerns, at the same time as they elaborated both their concerns and hopes to others.

4.2.1 Hopes, Dreams, and Visions for a downtown LNK Market

When asked about what they felt the benefits of a downtown market might be, a number of potential benefits appeared to generate enthusiasm on both the pre-conversation survey, and during the focus group discussion. These included topics that had been raised on the recruitment survey, as people envisioned a market enhancing economic development, meeting resident needs, and building community. In addition, discussions often detailed an attractive market atmosphere and weighed the advantages of Pershing as a specific location. Next we discuss themes that arose as people discussed their visions of a successful downtown market in Lincoln.

1. A downtown market that is good for Lincoln's economic development.

It is not a surprise that people envisioned a market that would be good for economic development, given that this topic was so often mentioned as part of the recruitment survey. Also, on the closed-ended survey questions, the idea that a market could improve Lincoln's economic development was one of the questions that people expressed the most agreement, see 4.3).

On the pre-conversation survey, open-ended responses indicated that people hoped the market could provide the "opportunity for small business or immigrants to display culture and make money." Others saw it as an opportunity for "local business growth" and "to build the tax base" and "support entrepreneurs" and "low-income business owners." Others thought it might be especially useful for "beginning farmers" to increase their access to the public.

Likewise, during the focus group conversations, a number of people mentioned the idea that small stalls within the envisioned marketplace might allow new businesses to get started at relatively low cost. Thus, the market could be a "small business incubator" where new businesses are born and nurtured. Furthermore, while some participants were concerned about possibly creating competition for other businesses (see 4.2.2), others noted that the market could "expand the pie" for other businesses by bringing additional people downtown, including tourists. Some wondered if the market would be a fixed place where persons who drive food trucks could sell their food. Some also mentioned that they thought it might be beneficial if the market included activities and businesses that were not food-related, to draw more people (e.g., a YMCA or place for yoga).

2. A downtown market that would meet needs of area residents and workers, as well as certain needs that extend beyond downtown.

A number of participants in the community conversation elaborated that the downtown area was a "food desert" in need of healthy, fresh food that was accessible (within walking distance) and affordable. Participants living downtown mentioned that, without transportation, they needed to buy relatively expensive and less healthy food from places such as the area drugstore, and that they would

welcome more vendors and more variation in the offerings, as well as hopefully cheaper sources of fresh produce. In addition, persons working downtown indicated they would enjoy getting lunch at the market and being able to get groceries at the same time. One participant noted that they would prefer to eat at a market rather than at a restaurant chain. Others indicated that, although they may not live or work downtown, they would like buy food that is not packaged in order to cut packaging waste, and they hoped the market would provide that opportunity. Interestingly, when discussing Lincoln's needs, several people expressed the general sentiment that the market should not try so hard to appeal to tourists that it then becomes a place where everyday people do not want to go. They indicated they hoped it would have "ordinary food for ordinary people" *as well as* potentially having extraordinary offerings. Finally, others clearly felt the market would meet the need to engage and educate people about food sources and sustainability, a topic discussed next.

3. A year-round market that advances sustainability, health, and educational goals.

On the pre-conversation survey, open-ended responses indicated a strong belief that the market would be a source of healthy food that was in line with sustainability principles. Survey respondents noted that the market could "accommodate healthy choices," encourage "healthy eating," and provide "healthful alternatives to grocery store produce," thereby bringing "improved health" through "year round fresh produce." Others noted that the market would help them in their current healthy eating efforts. One person noted, "I also choose mostly plant based and natural diet. Produce, local food is healthier than chain restaurants."

During the focus group conversations, people also expressed a variety of goals that they envisioned a downtown market might help achieve. Not everyone expected all residents to have the same values and goals, but the goals did seem complementary and not in conflict. Some participants were attracted to the idea that a market might advance sustainability goals by encouraging market attendees to buy the local produce that they hoped would be sold there. Hand-in-hand with sustainability goals were educational goals, as some participants felt strongly that people needed to know where their food comes from, and to be educated on what it actually costs to produce that food. Others noted that people don't understand that certain "sale" items at large groceries are being sold under cost, or what foods can be grown during different growing seasons throughout the year. The sentiment was that improving public knowledge of these topics might increase public valuing of the market's offerings.

Other participants focused on the need to educate the public on healthy food choices, and methods for preparing foods so they are attractive and can improve health. Participants discussed visions of a community kitchen and cooking classes that not only focused on how to cook different foods, but the health benefits of different kinds of produce. Others expressed interest in learning about lesser known foods and how to prepare them, and also indicated they would like to learn how to cook different ethnic foods. Finally, some people mentioned the importance of offerings that were be educational for children, not just adults. This was seen as beneficial both to create sustainability-minded future generations and to attract young families to the market.

4. A market that showcases Nebraska's unique culture, and a place where culture and community is developed.

When Nebraska culture was discussed in the focus groups, many did question whether Lincoln residents were the sorts of persons to go to a "Public Market" (as will be discussed in 4.2.2). However, there was enthusiasm for a vision of the market that could both showcase Nebraska's unique cultures, and result

in the development of both culture and community. Participants noted that Lincoln was not only the home of Big Red Football (and that maybe football players could be featured at the market), but that it had many other ethnic groups and cultural centers that might be willing to share their knowledge and customs with the wider Lincoln community through programming offered at the market. This includes showcasing and leveraging Lincoln's large and varied communities of immigrants, as well as the various ethnic communities across the city and state. One person envisioned it this way: The market could become a place "to bring cultures together." In this way, people coming to the market could create a "shared identity" where cultures intersect. In addition, as a community in close proximity to many farms and rural production sites, Nebraska has a "homegrown" culture that could be emphasized within the market. People noted that positive associations include Nebraska as valuing families and family time, hard work, homegrown and homemade goods, and family style meals. Participants further noted that areas of the market could serve as a showcase for Nebraska's history and heritage and show how Nebraska and its immigrants had changed over time and space. On the pre-conversation survey, a respondent indicated the market could "showcase local growers," so that "Nebraska agriculture is displayed in its glory."

Conversation participants noted that they envisioned a market that could potentially build community by having some areas of the market that are multi-functional, and allow for community meetings, games, sports, maker spaces, or even a meeting place for people who sell things on Craig's list. Some noted that it would be wonderful if the market became "the place to start things." They mentioned that if the market were at the Pershing site, it would have the advantage that it would be located where nearly all bus routes converge, and on major bike routes. It also would be located central to other areas such as between the developing Haymarket and the Telegraph District.

5. A market that is fun, relaxing, enjoyable, has "something for everyone" and has a great atmosphere.

Many of the prior themes or "visions" of the market supported the broader idea of a market that has an attractive atmosphere that is fun, relaxing, and enjoyable to visit. On the closed-ended survey questions, participants rated "atmosphere" as among the factors most likely to strongly increase visits to the market (see section 4.3 and Figure 4.6). Others wrote on their surveys that a public market would be "a fun/lively local addition to Lincoln." During the focus groups people mentioned that they hoped the market would feel full of passion and energy—a feeling that is quite different from that of a grocery or department store. They hoped it would have a diversity of foods, *authentic* restaurants, breweries, and a variety of programming. Programming could include interactions with producers and chefs, demonstrations, children's activities, hands on activities, and collaborative activities and spaces (e.g., a commercial kitchen "maker space"), as well as programming allowing artists and musicians to display or sell their talents and products alongside of "food artisans." One person on the pre-conversation survey noted valuing meeting those who produce the foods they eat. Finally, relating to atmosphere, a number of people liked that, if the location was at Pershing, the market could have a large indoor space undisrupted by Nebraska's variable weather. However, others noted that outdoor spaces are important as well, and generally provide a more attractive atmosphere.

4.2.2 Concerns, Fears, and Barriers

Again, many of the "concerns" themes were similar to those that emerged in the recruitment survey, but were expanded upon in the conversations. When focus group participants were asked if the idea of

a downtown market raised any concerns or what they thought were the barriers to such a market, they mentioned factors related to financing, management structure, sustainability and feasibility, affordability, and effects on other businesses. In this section, we describe major themes of concern that participants expressed having, or feeling that others may have.

1. A downtown market might create or experience negative competition with other businesses.

One question that came up repeatedly during the discussions pertained to how the market might impact other businesses. That is, at the same time as people viewed a downtown market as a potential economic stimulus, they also questioned whether or not it could draw business away from existing downtown businesses, or other local food businesses. Furthermore, it was noted that market goers could take parking spaces and make the downtown area crowded, discouraging people from coming to other businesses downtown.

Some persons also expressed the sentiment that if the market was publicly funded that market vendors would have an unfair advantage over other businesses. Conversation participants expressed concern both during their discussions and on their pre-surveys regarding the effects on existing farmers markets, and existing options for local food (e.g., Open Harvest, CSAs, and so on).

On the other side, but still pertaining to competition, some persons on the pre-conversation survey mentioned they were concerned about whether a Lincoln market could withstand “competition from the big guys”—a sentiment indicating fears that competition might work against the survival of the market they were envisioning. Likewise, another person questioned how much the market would be needed if a grocery store ended up being built downtown.

2. Financing: “I don’t want a downtown market to be publicly funded” vs. “it needs to be publicly funded.”

A number of persons implicitly or explicitly expressed a concern with public funding as their own concern, or as a likely concern of others in Lincoln. On the pre-conversation survey, some noted a concern that the market would need public funding, but that the city might not support it and/or that it might be difficult to find owners or members willing to invest in the market.

Some participants in the community conversations were adamant either that public funding was not necessary, or that the value of a downtown market was questionable if the Market needed to be publicly funded. The argument from this perspective was that, with careful planning and management structure, the market could and should be able to support itself. This concern seemed to relate to the use of tax money and City finances for this effort. After all, if taxes are used for the Market, then they are not used for other services.

Meanwhile, others were of the opinion that a downtown market would need public funding, at the very least to get it started, and that its benefits made it worthy of public investment. Others noted that the phrase “Public Market” might make people think it was publicly funded even if it was not, and that fact might be one reason not to call it a “Public Market.”

3. Will a LNK Market be feasible and sustainable?

Even those most enthusiastic about a downtown market sometimes questioned how feasible and sustainable it would be. As mentioned above, concern about market sustainability may have driven some to believe that public funding is necessary. Reasons for questioning sustainability of the market

were at least fourfold and are detailed next:

3a. Nebraskans are not part of a “public market” or “local food market” culture.

First, people repeatedly questioned or offered the hesitation that a market might not be a “Nebraska thing.” On the pre-conversation survey, some noted “conservative food eaters may not be open to something new” and “Lincolnites don't eat their vegetables, and think convenience foods are great.” Another person noted, “My only concern is that it would fail. I'm not confident that Lincoln can support local food or local business in the long term.”

During the community conversations, some Lincoln residents not originally from Nebraska noted that Nebraskans are different from people on the coasts (e.g., “Nebraskans don’t even have brunch”). Others agreed that while they very much enjoyed going to markets in other locations (other states, other countries), they wondered if their Nebraskan friends and families would regularly support and patronize a market enough to ensure its success. In addition to questioning whether or not Lincoln was a “market culture,” some wondered if Lincoln was “ready” for a market and others noted that “Nebraskans are nice but not adventurous.” Nebraskan culture that people felt was contrary to market culture included people being willing to drive everywhere, because cars were so prevalent. People felt the driving culture reduced the need for downtown residents to use the market. Also, some reported Nebraskans may not feel the market is needed in addition to the existing farmers markets and people may feel winter markets are unpleasant due to Nebraska’s variable weather and a preference for outdoor (summer) rather than indoor (winter) markets. Finally, some noted that, despite Nebraska’s agricultural status, Nebraskan consumers still are disconnected from the source of their food and this could reduce the perceived value of the market. There seemed to be general agreement that “Nebraska culture” would need to shine through and be complementary to a downtown market for it to succeed (see 4.2.1 for discussion of aspects of Nebraska culture that could be built upon for a Lincoln market). There seemed to be a general consensus that a market from one of the coasts transplanted into Lincoln may, in fact, not succeed or provide a good model for a Lincoln downtown market.

3b. Farmers may not be able to meet the demands of a year-round market.

Another belief or concern related to whether or not there was enough produce and products to meet the demands of a year-round market. Others questioned how farmers could take on the obligation of attending a market to make sales, given they already are busy with tending to the crops, harvesting, and packaging and delivering to existing customers. Some mentioned the importance of a reliable supply in order to keep the public coming back to the market. Thus, the fear was that if farmers did not always show up, people would not persist in trying to obtain their food from the market. Also, consistent with perceptions that the public did not fully understand the growing seasons of different foods, some conversation participants did ask whether local produce is even available during the winter months.

3c. The logistics of the market may form a barrier that cannot be overcome.

Problematic logistics associated with a downtown market included parking. Parking was mentioned multiple times within each small focus group discussion and on many of the open-ended pre-conversation survey questions. A number of people mentioned how parking issues already kept them from attending the Saturday farmers’ market in the Haymarket in the summer. Others mentioned the issue of parking on football game days being especially problematic and that a downtown market could make it additionally difficult to reach downtown businesses. Also noted was that people do not expect to have to pay for parking in order to go grocery shopping. Furthermore, they noted that walking from a

distant parking space to the farmers market in the summer was considerably different from walking a distance in the winter months. Finally, some noted that the perception of difficult parking might be hard to overcome, regardless of the actual parking situation.

Others mentioned the importance of thinking about logistics such as bathrooms, safety, lighting, rodent and trash control, transportation, and the implementation of consistent regular hours and days of service. Other logistics included licensing and food handling and sales regulations and policies that could constrain how the market operates.

3d. The actual market will not have the features and advantages of the “envisioned” market.

Finally, a number of people expressed concern that some of the desired features of the market may not be possible or realized. As an example, people generally felt the market was in line with principles of sustainability, but one person on the pre-conversation survey indicated concern that the market could work *against* sustainability by creating waste and trash (e.g., trash from flyers at the market, or from prepared foods sold there). Conversation participants also questioned, for example, whether food would be affordable for varied economic classes. Some noted that even if the food was affordable, if Lincoln residents have the perception that healthy food is expensive, then people may not visit the market to change their perceptions. Relatedly, there was concern about whether the market might end up being too “artisan” or “elitist” and not comfortable for everyone. In addition, a number of persons indicated that they would find it a negative to have too many craft goods for sale, relative to foods. One person mentioned that they did not want the market to turn into a “flea market.” Others mentioned that they thought the new area in the Haymarket area was going to be more market-like and that instead it turned into something much more commercial feeling. On the pre-conversation survey, a person mentioned concern that the market would not have an appealing atmosphere, and noted that they did not want it to be “an indoor concrete space” because they prefer open air and green space.

4.2.3 Brainstormed Solutions to Problems and Facilitators of Market Success

An advantage of the community conversation was that, in addition to gathering details related to people’s hopes and concerns, it provided the opportunity for people to organically begin to offer potential solutions to perceived problems, to which others could respond.

1. General facilitators of market success.

There was relative consensus among discussants that the success of a downtown market could be facilitated by planning so that the market has ample parking, a pleasant atmosphere, affordable staples (e.g., milk, eggs, bread, and toilet paper) that are congruent with neighborhood demographics and incomes, a reliable source of certain products, and programming that will engage the public. Some suggested that a grocery area with reliable supplies of staples would be the cornerstone of the market. Other factors that might increase the number of regular or occasional visits included having a mixed use space that provides housing as well as businesses, and everything that one needs on site. Some felt that a positive atmosphere could be facilitated by a “small town main street” feel to the provision of diverse offerings. People expressed that the market should contain everything from the “ordinary to the extraordinary” and that the market should have both “wide appeal and a local neighborhood feel.” In addition, some stressed the market needs to be sure to include amenities such as wifi (so people stay longer) and delivery (because it is expected of downtown), and ready-to-eat food in addition to raw produce. Others, again, stressed the need to attend to the craft/food ratio and be sure it did not get too high.

Finally, others mentioned that they felt it was key to take baby steps forward when establishing the market, so that various factors related to the success of the market could grow. For example, producers could expand their offerings over time as Lincoln culture changes to increase local support. A number of people expressed that it was not feasible nor desirable to expect tourists to support a Lincoln market. Tourists should be attracted to the market but the market should be especially *for* the locals. Some suggested that area cultural and youth centers might be involved in cooperating on making the market a success by providing programming and other ideas. Others noted that collaboration should be sought from others such as “Love, the Locals” and UNL as well as area farmers, businesses, and community centers.

2. Changing food and health culture and educating the public.

Relating to Lincoln culture, some people did feel that changing the food and health culture of Lincoln could help market success. Some felt that Lincolniters needed to be pushed out of their comfort zone and that cultural changes might be accomplished by cooking demonstrations, encouragement of ‘slow food,’ and promotion of urban farms and indoor growing of food. In addition, it was suggested that educational events about the health effects of food, food production and the benefits of local food would facilitate cultural change. Other educational needs perceived by the participants included the need to educate the public about ethical consumption (e.g., ethics related to food packaging), the true prices of food (in season, out of season, and “loss sale prices”), and regarding fall and winter crops and growing seasons that extend beyond summer.

3. Solutions to other raised concerns.

Related to concerns about **competition** with existing businesses, some conversation participants asked if it would be possible for the market to have a cooperative rather than competitive relationship with surrounding businesses. For example, they asked if it would be possible for businesses to buy wholesale from producers or if local businesses could have a stall in the market. Some suggested that existing businesses (e.g., Open Harvest, coops, and so on) could be part of the market management. Others suggested that the market could be open on certain days, such as during the week, so as not to conflict with certain businesses (e.g., existing farmers’ markets). Others noted that policies could be put into place so that the market does not sell things that are already being sold within a couple of blocks. Still others noted that marketing could be devised to specifically target specific populations whose needs are clearly not yet met by existing businesses, such as students or residents in need of fresh produce.

Related to concerns about **financing**, some suggested that South Lincoln residents had more disposable income and therefore may provide a neighborhood location for the market that would be more likely to support the market in a financial sense. This, of course, would not result in the market meeting the existing need for fresh food downtown. Thus, others suggested some wealthy benefactors might be found to assist with funding, and/or that an entrepreneur with a strong vision should take on the project. Still others asked whether crowd-funding strategies might be used. It was noted that crowd-funding would have the added benefit of showing community buy-in.

As potential solutions to issue of **affordability**, focus group discussants suggested the market should accept food stamps, SNAP, and involve persons of diverse backgrounds, ethnic heritages, and socioeconomic statuses in the development of the market. Discussants felt that such involvement of diversity in planning of the market would also help ensure it was an inclusive space welcoming to all walks of life. Relating to affordability for different vendors, participants suggested that vendors could be

offered multiple levels of rental/ownership. For example, they could choose between space and facilities for a full-sized restaurant versus a small food stall.

Finally, some conversation participants specifically mentioned that use of the Pershing site would mean that many of the issues related to **logistics** (lighting, bathrooms, etc.) would be more easily dealt with.

4. Marketing the market

Related to concerns about the appeal of the market to Nebraskans and Lincolnites, it was stressed that marketing of the market needs to appeal to the existing Nebraskan culture which, as discussed previously, includes constructs such as beef, corn, football, and family. As focus group participants discussed the niche that might describe Lincoln, Nebraska, they used terms like agriculture and Midwestern.

In addition, when asked about the different associations that come to mind when people think of a “public market” versus a “local food market,” conversation participants suggested that the phrase public market had wider associations, but may be less familiar to people. Meanwhile, they felt the phrase “local food market” might lead people to believe that only food was for sale. A comparison of the words on the pre-conversation survey used to describe what our non-experts and experts thought of when asked about each of the two phrases revealed that “public market” also more associated with the idea of “community” among the experts (see Figure 4.2 below, and Appendix, section 6.3.1). In addition, people were more likely to use words like “crafts” and “bazaar” in response to “public market” than when asked about a local food market.

Finally, one person mentioned the importance of using technology to market the market by having a website that describes the products, hours, and offerings or events in the market, as well as providing information for vendors who might like to serve the market.

Figure 4.2 Word clouds from open-ended pre-survey questions pertaining to associations with “public market” versus “local food market”



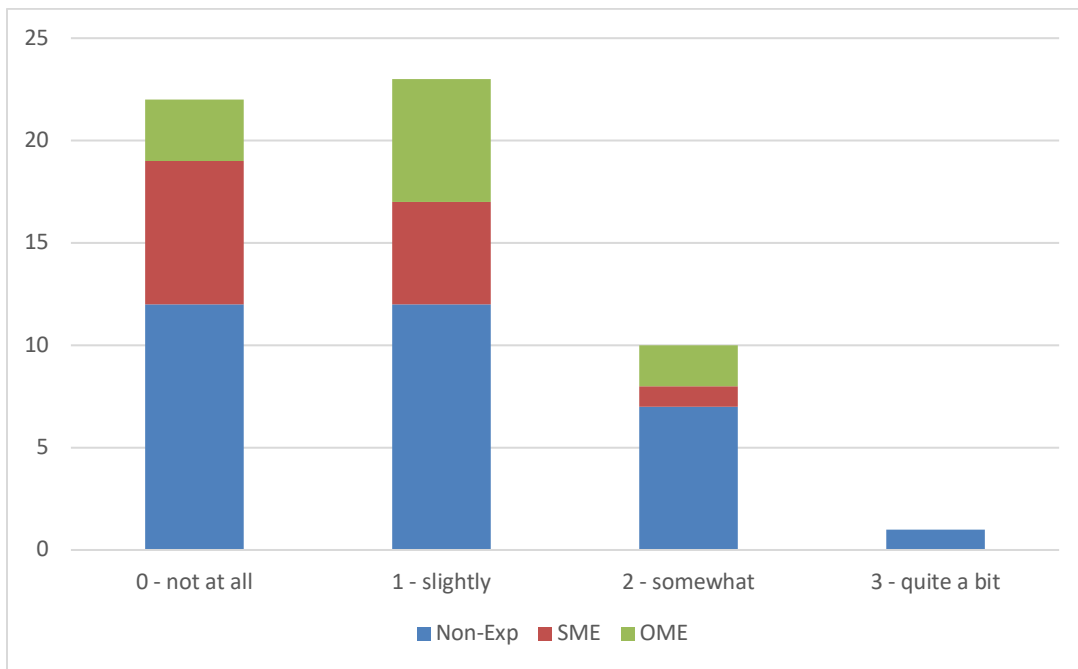
4.3 PRE-POST SURVEY CHANGES

While our quantitative results from the closed-ended survey questions cannot be assumed to generalize to Lincolniters as a whole, they do provide some information about the views of our participants in the conversations and whether their views were likely to change over the course of the conversations with others. The closed-ended survey responses indicated three major findings.

1. People indicated their views only changed slightly. SMEs views changed the least according to self-reports.

That is, when directly asked if their opinions changed, most participants indicated their opinions changed only slightly or not at all (see Figure 4.3). Non-experts were equally likely to indicate not at all or slightly, and OMEs most likely to indicate slightly. Meanwhile, SMEs were most likely to indicate their minds changed not at all. On average, the non-experts and OMEs indicated about the same level of change of opinions (Mean = .91 on the 0-3 scale) and the average for SMEs was lower (Mean = .54).

Figure 4.3 Numbers of persons in the conversations indicating they changed their minds not at all, slightly, somewhat, or quite a bit



2. Reasons for changing minds included hearing ideas that people had not thought about before and reasons for not changing minds included still not knowing enough about certain factors and having their prior views simply confirmed.

Some people said they changed their minds because they learned more about the market, for example, that a public market has “a broader function than just local food/produce” and that they originally did not know what a public market was. In such cases, people said the discussion made them even more supportive of the market. One person noted that they now felt a market was needed no matter where it was located.

Others noted that they had not originally understood that others might be against having the market be publicly funded, or had not understood the concern about parking, and now they understood these concerns more fully. Upon having their eyes opened to some of the barriers to the success of such a market, some persons indicated the need for additional research (e.g., financial analyses, business plans, marketing studies and so on). One person noted that the idea of a market “seems less viable than I thought” before the discussion.

3. After discussing with others there was a tendency for people to give more tempered judgements.

Examination of the quantitative (closed-ended) rating questions revealed somewhat more tempered responses on several of the items. For example people decreased in how much they agreed that the market would increase the vitality of downtown and “address Lincoln’s food desert problems” as shown in Table 4.4 and Figure 4.4.

Other changes were not consistent across group. For example, non-expert residents (marginally) increased in their ratings that a downtown market would be “be good for tourism” while SMEs (marginally) decreased in this assessment as shown in Table 4.4.

Figure 4.4 Overall pre-post changes on questions concerning perceptions of a potential downtown Lincoln market.



Notes. + change is significant at the .10 level, * change is significant at the .05 level.

Table 4.4 Summary statistics for pre-post attitudes toward a Lincoln market before and after the community conversations.

ALL DATA

Items	Non-experts				SMEs				OMEs				ALL			
	Pre		Post		Pre		Post		Pre		Post		Pre		Post	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
A local food market/public market...	4.54	.66	4.63	.56	4.54	.66	4.62	.51	4.33	.78	4.36	.67	4.50	.68	4.57	.57
I wish Lincoln had such a market available year-round.	4.34	.73	4.33	.84	4.69	.48	4.69	.48	4.08	.51	4.30	.67	4.37	.66	4.42	.75
...would enhance Lincoln's economic development.	4.29	.75	4.37	.81	4.62	.51	4.15	1.14	4.00	.74	4.00	.94	4.30	.72	4.25	.92
...would be good for tourism in Lincoln.	4.09	1.07	3.87	.97	4.38	.65	4.08	.64	4.00	.85	3.89	1.05	4.13	.95	3.92	.90
...would revitalize Lincoln's downtown area.	3.94	1.00	3.89	.99	4.00	.82	3.83	.94	3.91	.54	3.60	.70	3.95	.87	3.82	.92
...would address Lincoln's food desert problems.	2.11	.87	2.00	.91	2.23	.93	2.15	.80	1.83	.83	2.20	1.23	2.08	.87	2.08	.94
...would be bad for other area food businesses.	1.51	.85	1.57	.68	1.31	.63	1.38	.65	1.58	.51	1.67	.71	1.48	.75	1.54	.67
...would be bad for area farmers and their operations.	1.57	.70	1.50	.68	1.38	.51	1.31	.48	1.83	.72	1.80	.79	1.58	.67	1.51	.67
...is an unnecessary luxury.	1.23	.43	1.30	.47	1.08	.28	1.15	.38	1.50	.52	1.50	.53	1.25	.44	1.30	.46
...would be bad for consumers.																
Approximate n:	35		30		13		13		12		10		60		53	

Notes. Items are listed in order of high to low post conversation agreement averaged across all individuals. The *ns* are approximate based on the modal number of persons answering each question. However, specific questions may have been answered by fewer or more persons. Response scale ranged from 1 = strongly disagree to 5 = strongly agree. Light/dark green indicates a marginal ($p < .10$)/significant ($p < .05$) increase based on subsequent paired analyses. Light/dark red indicates a marginal ($p < .10$)/significant ($p < .05$) decrease based on subsequent paired analyses.

4. At the same time as certain opinions were tempered, the conversations seemed to increase the willingness or desire to visit the market of non-expert residents.

As shown in Table 4.5, people were most likely to indicate going to the market at least 1-2 times per year and least likely to indicate visiting the market at least weekly. Nonetheless, and despite some of the more “tempered” attitudes that people expressed (see Table 4.4) at post conversation, the non-experts in the conversation rated the likelihood of attending the market at least weekly or at least monthly significantly higher at post-conversation than at pre-conversation (see Table 4.5 and Figure 4.5). It is possible that as non-expert residents were faced with concerns about the sustainability and funding of such a market, they reacted by increasing their own commitment to visit the market themselves.

5. The estimated importance of certain factors for market success increased from pre to post conversation.

As shown in Table 4.6 and Figure 4.6, after the discussion, participants saw even more value of having non-locally produced foods available for sale at the market (which they felt would increase both occasional and frequent visits). They also increased ratings of importance of ethnic restaurants and cultural festivals and activities for increasing occasional visits to the market, and an appealing atmosphere as important for increasing more frequent visits. Overall, the participants felt it was especially important to have an appealing atmosphere, local food, and ethnic restaurants as these features were among the most likely to increase visits to the market at least monthly.

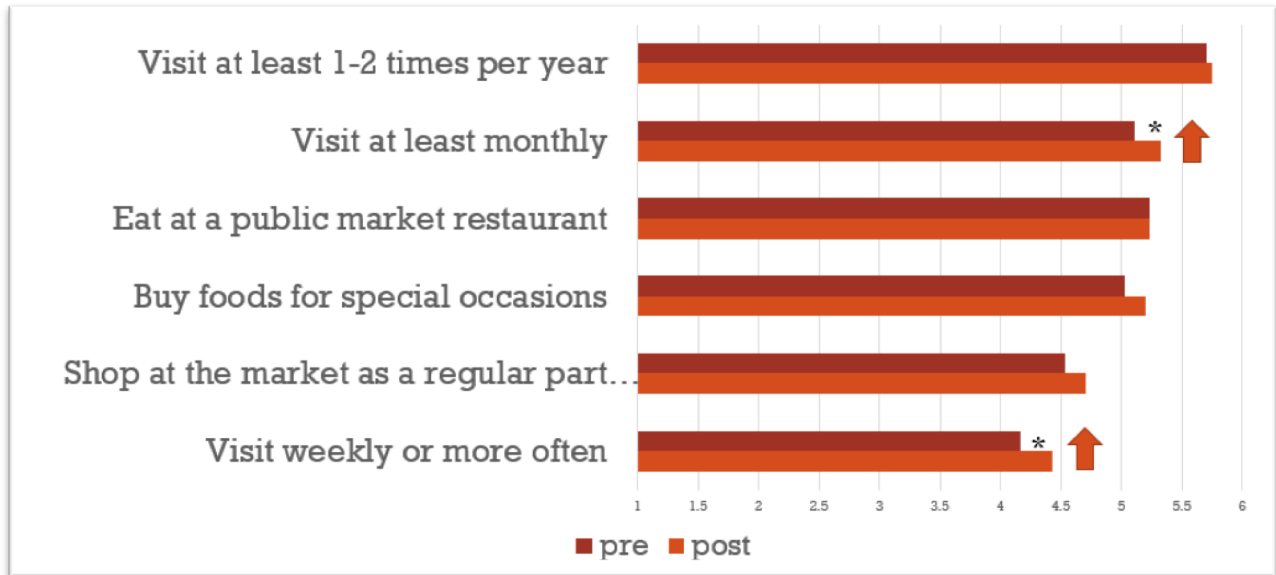
Table 4.5. Summary statistics for pre-post questions about likelihood of engaging with a Lincoln market before and after the community conversations.

ALL DATA

Items	Non-experts				SMEs				OMEs				ALL			
	Pre		Post		Pre		Post		Pre		Post		Pre		Post	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Visit at least 1-2 times per year	5.76	.50	5.76	.51	5.38	1.39	5.42	1.44	5.36	.50	5.40	.52	5.60	.79	5.61	.83
Eat at a public market restaurant	5.11	.83	5.23	1.04	5.23	.83	5.15	1.41	5.36	.50	5.30	.48	5.19	.78	5.23	1.05
Visit at least monthly	5.06	.85	5.34	.81	5.15	1.46	5.00	1.54	5.17	.58	4.82	.87	5.10	.96	5.15	1.04
Buy foods for special occasions	5.06	.94	5.20	.89	5.46	.78	5.08	1.51	5.00	.63	4.80	.79	5.14	.86	5.10	1.03
Shop at the market as a regular part of my week/monthly routine	4.46	1.29	4.70	1.49	4.69	1.32	4.23	1.54	3.91	1.45	3.90	1.60	4.41	1.33	4.43	1.53
Visit weekly or more often	4.06	1.43	4.43	1.45	4.69	1.18	4.00	1.41	3.55	1.29	3.40	1.43	4.10	1.39	4.13	1.47
<i>Approximate n:</i>	35		30		13		13		11		10		59		53	

Notes. Items are listed in order of high to low post conversation agreement averaged across all individuals. The *ns* are approximate based on the modal number of persons answering each question. However, specific questions may have been answered by fewer or more persons. Response scale ranged from 1=extremely unlikely to 6 = extremely likely. Green shading indicates a significant ($p < .05$) increase in mean response based on subsequent paired analyses.

Figure 4.5 Non-expert residents' agreement that they would engage with a downtown Lincoln Market, pre and post the community conversation



Notes. + change is significant at the .10 level, * change is significant at the .05 level.

Figure 4.6. Least to most important market features as rated and averaged by all conversation participants.



Table 4.6 Changes in the perceived importance of certain market features for encouraging market attendance

Items	Non-experts				SMEs				OMEs				ALL			
	Pre		Post		Pre		Post		Pre		Post		Pre		Post	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1-2 TIMES PER YEAR																
Ethnic restaurants in the market space	1.70	.47	1.83	.39	1.69	.48	1.67	.49	1.67	.65	1.90	.32	1.69	.50	1.80	.40
Entertainment and events taking place in the market place	1.50	.58	1.59	.59	1.31	.75	1.42	.67	1.58	.67	1.90	.32	1.47	.64	1.61	.58
Food that was produced locally (e.g., in Nebraska)	1.71	.53	1.64	.58	1.92	.29	1.92	.29	1.75	.45	1.80	.42	1.77	.47	1.75	.49
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	.61	.79	.67	.70	.77	.83	.67	.89	1.00	.85	.80	.79	.74	.81	.70	.76
Opportunity to also buy non-locally produced foods	.83	.79	1.09	.53	.67	.78	.92	.67	1.08	.79	1.40	.70	.85	.79	1.11	.62
Crafts and handmade goods	1.13	.52	1.00	.74	1.20	.42	1.50	.53	1.29	.76	1.33	.52	1.19	.54	1.23	.65
Easily available and nearby parking	1.40	.72	1.35	.78	1.42	.79	1.58	.51	1.58	.51	1.60	.52	1.44	.69	1.47	.66
Cultural festivals and activities in the market place	1.34	.67	1.52	.67	1.62	.51	1.64	.50	1.75	.62	2.00	.00	1.50	.64	1.66	.57
An appealing atmosphere	1.76	.44	1.59	.50	1.67	.49	1.67	.49	1.67	.49	1.90	.32	1.72	.45	1.68	.47
Approximate n:	28		22		12		12		12		10		53		44	
AT LEAST MONTHLY																
Ethnic restaurants in the market space	1.69	.47	1.67	.48	1.58	.51	1.42	.67	1.64	.67	1.56	.73	1.65	.52	1.58	.58
Entertainment and events taking place in the market	1.32	.61	1.23	.65	1.17	.83	1.08	.79	1.55	.69	1.78	.44	1.33	.68	1.30	.69

Items	<u>Non-experts</u>				<u>SMEs</u>				<u>OMEs</u>				<u>ALL</u>			
	Pre		Post		Pre		Post		Pre		Post		Pre		Post	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
place																
Food that was produced locally (e.g., in Nebraska)	1.79	.42	1.68	.55	1.85	.38	1.75	.45	1.73	.47	1.67	.50	1.79	.41	1.69	.51
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	.58	.78	.58	.76	.67	.89	.73	.90	.91	.83	.56	.73	.68	.81	.61	.77
Opportunity to also buy non-locally produced foods	.89	.64	1.07	.66	.50	.71	.83	.72	.91	.83	1.22	.83	.81	.70	1.04	.71
Crafts and handmade goods	.93	.83	.93	.70	.89	.78	.63	.74	1.00	.58	1.33	.52	.93	.74	.93	.70
Easily available and nearby parking	1.50	.64	1.38	.75	1.69	.63	1.50	.80	1.64	.50	1.67	.50	1.58	.61	1.47	.72
Cultural festivals and activities in the market place	1.33	.68	1.41	.64	1.33	.78	1.36	.81	1.55	.69	1.56	.73	1.38	.70	1.43	.68
An appealing atmosphere	1.63	.49	1.71	.46	1.62	.51	1.75	.45	1.55	.52	1.78	.44	1.61	.49	1.73	.45
<i>Approximate n:</i>	28		28		12		12		11		9		52		47	

Notes. Items are listed as they were presented to participants. The *ns* are approximate based on the modal number of persons answering each question. However, specific questions may have been answered by fewer or more persons. Response scale ranged from 0=would not increase the likelihood, 1= would increase the likelihood somewhat, 2=would increase the likelihood a lot. Light/dark green shading indicates a marginal ($p < .10$)/significant ($p < .05$) increase in mean response based on subsequent paired analyses. Light red shading indicates a marginal decrease in the rating from pre to post.

5 CONCLUSIONS AND LIMITATIONS

The present effort was designed to explore the range of possible reactions to a downtown Lincoln “public market” or “local food market” and to provide organizers with additional information on the reasons for different reactions. All in all, it seemed that the overarching sentiment among those involved in the conversations was one of “excitement + local self-doubt.” That is, people were excited and enthusiastic about the prospect of a year-round Lincoln market, but had hesitations about the design of the market, its funding, and whether or not the Lincoln community and broader public could or would actually support the market by shopping there and engaging with the market in other ways necessary for its success.

The methods used to recruit people to give input on the potential market resulted in participation by a wide variety of persons, including those living and/or working downtown and those who do not, and quite a varied set of ages and backgrounds. Furthermore, after seven small group discussions, it did seem that themes were being repeated, suggesting that most if not all viewpoints had a chance to be expressed.

Still, the methods used ended up primarily recruiting people who were largely positive and enthusiastic about having a year-round market in Lincoln. This may or may not indicate level of public support for the market. It does indicate that those most willing to sign up to converse about the idea, and to give their views, are those who feel positive about the idea. Participants in the community conversations were encouraged to think about how people in their circles—their neighbors, friends, families, clients and so on—might respond to the questions asked in the focus groups. This did result in uncovering a rather wide range of potential concerns and barriers. Nonetheless, the methods used were not well-suited for estimating the prevalence of that range of ideas and concerns among Lincoln as a whole.

If prevalence of views was of interest, a natural next step would be to create a survey based on the ranges of views found in the present work. A random-sample survey could result in estimates regarding the overall levels of various attitudes in the Lincoln population as a whole. However, in some cases, prevalence of views matters less than knowing the range of views. For example, by knowing the range of potential complaints and concerns associated with a year-round market, efforts can be made to overcome each of the regardless of how prevalently the public holds them.

Finally, it should be noted that this report is intended as primarily descriptive of the range of responses. No attempt was made to conduct formal, rigorous, qualitative analyses that might uncover additional patterns and associations in the data. The most complex quantitative analyses used were pre-post t-tests which may appear different between groups, but statistical tests for between group differences were not employed. Thus, additional analyses could reveal additional patterns. Given that the sampling was not designed to be representative of all of Lincoln, however, those patterns may or may not generalize past the specific sample engaged.

6 APPENDICES

6.1 RECRUITMENT FLIER AND RECRUITMENT SURVEY

Should Lincoln Have a Year-Round Local Food Market / Public Market in or Near Downtown?

"A **Public Market** is a year-round, carefully crafted, intentional and diverse medley of owner-operated shops, stalls and/or 'day tables.' Public Markets exist to fulfill a public purpose, showcase a community's unique character and culture while serving its everyday shopping needs."

From: publicmarketdevelopment.com/what-is-a-public-market-2/

Needed:

A wide range of viewpoints and opinions in order to inform community leaders regarding various perspectives on this topic.

Will you volunteer?

Community Conversation & Free Meal

Volunteer at go.unl.edu/LNKMarket

Currently we are planning on a conversation to take place on Thursday, November 30th, 2017 over lunchtime. However, it is possible we will have opportunities for additional conversations beyond November. Thus, if you are interested, please sign up at the link above even if you are not free on November 30th.



Note: The University of Nebraska Public Policy Center (PPC) is assisting the Lincoln community in facilitating these community discussions. PPC is seeking diverse viewpoints and opinions in order to inform community leaders regarding various perspectives. Partnering in this effort are the Joslyn Institute for Sustainable Communities (<http://joslyninstitute.org/>) and Lakehouse Farm (<http://lakehousefarm.com/>). Funding is provided by USDA and Nebraska Investment Finance Authority.

LNK Food Market (Recruitment Survey)

Community Conversation:

Should Lincoln Have a Year-Round Local Food Market / Public Market in or Near Downtown?

"A **Public Market** is a year-round, carefully crafted, intentional and diverse medley of owner-operated shops, stalls and/or 'daytables.' Public Markets exist to fulfill a public purpose, showcase a community's unique character and culture while serving its everyday shopping needs." *From: publicmarketdevelopment.com/what-is-a-public-market-2/*

Thank you for your interest in the topic of a year-round downtown Local Food Market/Public Market in Lincoln, Nebraska. The University of Nebraska Public Policy Center (PPC) is assisting the Lincoln community in facilitating community discussions around this topic. Partnering in this effort are the Joslyn Institute for Sustainable Communities (<http://joslyninstitute.org/>) and Lakehouse Farm (<http://lakehousefarm.com/>); funding is provided by USDA and Nebraska Investment Finance Authority. PPC is seeking diverse viewpoints and opinions in order to inform community leaders regarding various perspectives.

To volunteer and to stay informed...

To be added to the list of persons interested in the market, and/or to volunteer to give your input (e.g., you may be invited to participate in a 60-90 minute discussion about the topic), please complete this 2-3 minute survey. The survey is designed to help ensure diverse perspectives are represented in the voices giving input.

If another conversation occurs, someone will contact you with additional information about the date(s)/time(s) of the conversations. Completing this form does not obligate your participation or ensure your invitation. To check on the status of your invitation at any time, email lpvtlikz@nebraska.edu

Please indicate your name and contact information:

First Name (1) _____

Last Name (2) _____

Email (3) _____

Phone number (4) _____

Do you live or work in downtown Lincoln?

- I live downtown, but do not work there (1)
- I work downtown, but do not live there (2)
- I both live and work downtown (3)
- No, I do not live or work downtown (4)

How often do you shop at Lincoln's existing farmer markets when they are open? (e.g., the farmer's market in the Haymarket or on Old Cheney Road?)

- Never (1)
- 1-2 times per season (2)
- 3-4 times per season (3)
- 5-10 times per season (4)
- More than 10 times per season (5)

To what extent are you in favor of or against establishing a year-round local food market / public market in downtown Lincoln, NE?

- Strongly Against (1)
- Moderately Against (2)
- Slightly Against (3)
- Neutral or Undecided (4)
- Slightly In Favor (5)
- Moderately In Favor (6)
- Strongly In Favor (7)

If you would like to give reasons for your rating above, please do so below.

What questions do you have about the establishment of a year-round local food market / public market in downtown Lincoln?

Are you currently available to participate in a community discussion during the following date and time?

[Date and time of event here]

- Yes (1)
- Maybe or Unsure (2)
- No (3)

Note: If another conversation is held, a follow-up email with the location of the meeting will be sent to those invited, space permitting. Those unable to participate at this date and time may be contacted for a future event or to give their input in other ways (e.g., via a written survey).

If another conversation is held, we are hoping to provide on-site childcare for those who need it. If you need childcare, please indicate the number of children you would bring to the meeting, and their ages.

- Number of children attending (1) _____
- Ages of children attending (2) _____

Please indicate any other information the organizers need to know in order to facilitate your participation in this discussion. For example, do you or your children need any accommodations? Do you have any dietary restrictions if food is served?

What is the zip code of the place where you live?

What is your age?

- 19-24 years old (1)
- 25-34 years old (2)
- 35-49 years old (3)
- 50-64 years old (4)
- 65 or older (5)

What is your gender?

- Male (1)
- Female (2)

Including yourself, how many people live in your household?

Please indicate your approximate household income below.

- Below \$22,000 (1)
- \$22,000 to \$29,999 (2)
- \$30,000 to \$36,999 (3)
- \$37,000 to \$44,999 (4)

- \$45,000 to \$51,999 (5)
- \$52,000 to \$59,999 (6)
- \$60,000 to \$67,999 (7)
- \$68,000 to \$74,999 (8)
- \$75,000 or more (9)

What is the highest level of education you have achieved?

- Less than high school diploma (1)
- High School Diploma/GED (2)
- Some college, but no degree (3)
- Technical/Associate/Junior College (2 yr, LPN) (4)
- Bachelor's Degree (4 yr, BA, BS, RN) (5)
- Graduate or Professional degree (Master's, PhD, Law, Medicine) (6)

Which of the following describes your race and ethnicity? (Please select as many as apply)

- American Indian or Alaska Native (1)
- Asian (2)
- Black or African American (3)
- Hispanic or Latino/Latina (7)
- Native Hawaiian or other Pacific Islander (4)
- White (5)



Other, please specify: (6) _____

Thank You!

We appreciate your willingness to volunteer for this community discussion.

We are seeking a diversity of perspectives and therefore it is possible that not all volunteers will be invited to a face-to-face conversation. If you are chosen to participate, someone will contact you to confirm your availability and willingness to attend the discussion event.

If you have any questions or wish to check on the status of your participation, please contact Lisa at lpytlikz@nebraska.edu.

6.1.1 Lists of reasons for favoring (or not) a LNK downtown Market

Non-Experts

- If the proposal is for a year-round local food market, of the farmer's market type, and not only to include food trucks, then I would be highly in favor. I am a strong proponent of patronizing local businesses. I also live a zero-waste lifestyle and am strongly in favor of local food options that are unpackaged.
- Local markets allow me to get fresh produce, directly from the producers. Sometimes I learn about food I've never tried and recipes to expand my palette.
- The downtown farmer's market has a wide variety of non-food items shops. If we would have a year-round farmer's market, I would like to see more food and less of the craft tables set up.
- I think that it is important to support local businesses and a market is a great way to do so! Also, it is important to know where our food comes from and to teach our community about this.
- I presented the idea to UNL and Lincoln Downtown Living over a year ago and was shut down by both.
- Fresh local Produce, dairy and meats are always the best food choice with a Year round available season.
- There are very few food shopping venues in the downtown area. Also, would be a great way to use the Pershing building
- I have been in other cities where they have markets available in metropolitan areas. Washington DC, St. Louis for example. I love supporting local business especially when it's food related. Personally I would frequent a place like this to support local providers and encourage food sustainability. Professionally, I house consumers with extremely low incomes close to downtown that need affordable food options that are close in proximity to their homes.
- Having consistent, centralized access to local food would not only support local growers, but provide the much-needed connection between consumers and the food supply. This encourages local consumption.

- I'm a recent participant in a CSA program and value the availability of local fresh foods. But I understand the complexity of establishing a food market and want to understand more about what is being proposed.
- Lincoln is without this needed venue for promoting local makers, doers, in the food desert that is downtown
- My family does a majority of its grocery shopping at the various farmer's markets from May until October, but that requires multiple trips to multiple markets every week -- this year we did the Old Cheney and Fallbrook markets weekly, and also had a CSA pickup, plus a grocery store trip. Additionally, once the holiday markets and fall CSAs end, there's a long stretch from January through April with very limited local food access. Having a single year-round point of access would be a huge boon for us.
- While I do enjoy these types of venues, and support these kinds of venues, and all year round, like any other Farmers market-type thing, would need to be economically viable. If an all-year-round local food market could sustain itself, without raising taxes, or other government assistance, I'm all for it! They're usually quite entertaining and fun.
- It gives opportunity for growth of local, small businesses driving economic engines. Parking however, may be a problem for other local businesses, much like the Farmer's Market in the Haymarket clogs up Saturday morning parking in the Haymarket.
- Need for fresh, local food in the area.
- I have lived on the East coast and see the impact the markets have on the local economy, as a small business incubator and the bleed over positive impact to the surrounding businesses. They also aid to the vitality of a downtown.
- Sounds like a Farmers Market, which I enjoy attending.
- I am a student without a car so I need to depend on others for groceries or get food at Walgreens which is very expensive. This would help me feel more in control and independent and have access to healthier food
- I have traveled a lot and seen these markets in other cities and they are something I seek out when I visit cities. It brings all the local things to one place where people can see how rich their community is.
- I am definitely in favor of local foods, but I would just want to make sure to respond to the market/producers' needs and capacities and not compete with the existing markets (CSAs, Lonetree Foods, the Nebraska Box, etc.)
- Like the opportunity for local farmers to sell their product in an established consistent location
- I am familiar with public markets (such as Reading Terminal in Philadelphia, Lexington Market in Baltimore, or Eastern Market in Washington DC) and enjoy them. It is not clear if this community would support one, however.
- Presently there is no source of wholesome food in easy walking distance other than Russ's Market a block south of 17th & A Street for anyone except a few living/working in the Near South Neighborhood. This particularly hurts the poor or those with limited transportation options.
- I spend a vast majority of my time in downtown Lincoln as a student and instructor at UNL. Currently, the food choices on campus, for those who do not have dining plans, are dismal, to say the least. Much of the rest of the food available within quick walking distance of campus is sandwiches and subs. As a regular of Lincoln's farmer's market, and big supporter of the local food community in the area, I would LOVE and be a frequent patron of a Local Food Market!

- I like the idea but wondering if downtown is the best location and what do you consider downtown
- I encountered, spent time in, shopped and ate in a year round market in a restored rail depot in philadelphia and found the concept to be intriguing. It was a very popular spot with a huge variety of vendors.
- It could enhance the community
- As a student it would give me a closer place where to buy organic food and also support local markets
- It is super important to have a year round access to fresh local foods
- I have never thought about it
- I have both lived and worked downtown for many years and would find it very convenient to have a market in the area. When I lived on campus and didn't have access to a car, I would need to take the bus to Walmart and this was very difficult, especially as a new international student in the city.
- I believe buying and cooking seasonal and local is a sustainable and also healthy approach.
- I think it depends on the views of the farmers. I see the interest and attendance drop with each winter market. I also see and hear the enthusiasm for a break from the farmers. With those two facts I question the support a year round market would receive.
- I absolutely love the idea, but I do have some concerns about feasibility and demand.
- A seasonal market attracts more people per event, and I personally would go mostly in the nicer weather.
- Lincoln needs to take the idea of local and give it a home. The two different farmer's markets are shoehorned into the city. There is a fair amount of property vacant or unused downtown and on the fringes of downtown. For example the Allo building and Depot area, as well as the old Randolph car wash. That area is already well integrated into walking & cycling infrastructure & is relatively insulated from vehicular traffic. Just one idea of many!
- I could make shopping local more of a habit since it would be available more often.
- Concern about the quality and variety of fresh, locally grown product this time of year.
- Great for the community. There needs to be more food sources in the neighborhood. Also works with taniff-which is important for our neighborhood
- I would welcome the chance to patronize local producers year-round, and to have a convenient location in which to do this.
- This would be a great opportunity for local businesses to grow and market themselves. I would exclusively go here to buy my produce. This would probably provide safer and healthier choices for the community as well.
- Lincoln needs more local/Mom and pop style businesses. This would show off the uniqueness of Lincoln and bring more people downtown in the winter when there is no football or farmers market.
- There are no grocery stores near downtown. The closest is the Russ's at 17th and Washington. Open Harvest at 17th and South is great for specialty items as is Leon's at 30th and South.
- I love supporting local growers and feel this would be a source of pride for Lincoln.
- I think it would be a great way for local producers and vendors to offer their products year round instead of only when the weather is good.

- Thanks for taking on this task and for inviting the public to participate. This is an important discussion for encouraging and supporting locally sourced food and drink. It's important not only for current residents of Lincoln, but also for those considering relocating to our city.
- Can be a great alternative for weekday lunch.
- I love the seasonal farmers' market and would love it to continue year-round.
- For many people working downtown, there is no nearby access to fresh food. For years, I've heard them talk about this--I also wanted this when I worked downtown.
- Support local, owner operated businesses; promote sustainable practices; grow community gathering spaces; develop our local economy; welcome inclusivity.
- I believe it's important to support local small businesses and growers year round, not just during the the summer. It is also an excellent way to bring the community together.
- It would be another way to attract people to the area and would be a pleasant way to meet and greet others. I have gone to similar markets in other cities and enjoyed my visits.
- I haven't found my farmer's market niche. I will frequent road side stands through out the growing season but as far as market places go The locally grown options at Open Harvest have been more convenient to meet my schedule and logistical needs. I also grow a fair amount of my own produce and have taken pleasure in that. I keep meaning to find a farmers market and it keeps dropping off the end of my radar screen.
- Would provide greater access to local food - year round, not just Saturday mornings. Opportunities for community events, too assuming
- Market would add to the vibrancy of downtown.
- I am strongly in favor because a local food market downtown would provide me access to produce and other foods that I don't have easy access to otherwise.
- Local food is important for our community's culture and market. It would bring people together.
- I believe a local food market would be a great addition to the city of Lincoln. It would help educate citizens on where their food comes from and allow citizens access to fresh food year round.
- Downtown Lincoln has limited venues for purchasing groceries and sundry items. The Farmer's Market in the Haymarket is great, but it is not year round. By having something year round, we can ensure all citizens, including students who live on/near campus, have access to fresh foods and toiletries. And perhaps a choice, as well, rather than feeling like one has to pay exorbitant prices for "convenience."
- I think it would always be nice to have more places to shop, but I don't have a strong opinion about the market.
- I believe a year round good market would provide a diverse cultural atmosphere that would benefit the community of Lincoln and visitors.
- new markets for local farms are needed. opens up possibilities for small-business incubation and liveable wage jobs and job training opportunities.
- In the winter time it is easier to go to the store and select the product that I want without being in the cold weather.

SMEs

- Although I do not live or work downtown. I am just up the road less than a mile in the Near South Neighborhood. Bicycling and walking distance. I have owned my business for 9 years which depends highly on local fresh produce. The winter months make it tough to obtain local produce as the farmers do not have an outlet.
- We live in a food desert here in downtown Lincoln. With more apartment style housing and student housing being built it is of utmost necessity.
- While I'm a huge supporter of local food and our local producers, I have reservations about how the project would be funded; how the business/operations end would be supported with marketing/promotional efforts and selecting vendors; and how the community will support it. Also, if it can be an affordable retail space for producers.
- The area around downtown is a food desert. There is need for a good market, I believe Lincoln is ready to support a LOCAL market especially if it is year round. I don't know if Pershing is the best location as it should be in the middle of a population that can guarantee success.
- The idea is nice, but I am concerned there aren't enough farmers to support a successful market.
- This will showcase local foods and other vendors.
- Strengthening our local food economy is key to building resilience and community in Lincoln. Lincoln needs more locally-owned shops and to grow its unique sense of character.
- I think it is needed. Hopefully it would be utilized.
- I really don't know enough about it to have a strong opinion but it sounds interesting.
- I would prefer to buy local produce all year round. During the summer it's easy to get into the habit of not buy produce at the grocery store and instead eating seasonally from the markets. It's exciting as it makes us try new veggies and recipes.
- I would love to see this as a focused development downtown. It would bring a cultural center to the city that is missing. Also it would give opportunities for access to those in food deserts in Lincoln.
- I might say strongly favor as we would have strong possible vendor interest, but would want it to be a solid addition not an over-ambitious potential failure as the last effort was in downtown Lincoln years ago.
- Creating the opportunity for area small farmers, artists, entrepreneurs, etc. to sell their wares is always appealing to me, and if successful it creates a unique draw for the city.
- I would love to see a year-round local food market in Lincoln. I would just like to learn more about where is the best location within our community and whether or not our existing farmers/aggregators see the need before I would support any specific proposals.
- This is a wonderful idea to serve the downtown residents of Lincoln who have limited transportation and limited options for fresh foods, especially produce. Additionally, this could be a great boost for local farmers. Finally, with Double Up Food Bucks in Lincoln, we have a chance to increase the buying power of EBT users year-round.
- Lack of fresh food availability in downtown area. And it would be fun to shop there. Though I admit, I never go to the Haymarket Farmers Market because parking is difficult.

OMEs

- There are very few options for fresh produce and groceries in the downtown and south of downtown area. Food access is an issue that needs to be addressed in this area.

- A public market is essential to the cultivation of culture and belonging within the Lincoln community.
- Economic Development
- I would like to know how it would be paid for. Would city dollars be expected and if yes, how much.
- I am always looking for a year round option to purchase local food. It's hard to make some of the farmers markets on the weekends or week nights with a little one. If I could run to a market over lunch, that would be very handy.
- The concept sounds great but I need to better understand underlying assumptions, viability, logistics, etc.
- I work for the local health department.
- I am with the South of Downtown Community Development Organization and I believe the Pershing Center should be used for a year-round public market. The market should be used to help build a local economy where opportunity is limited.
- I have visited public markets around the country including Portland (Main), Seattle and Nashville. They are a hub of activity and community, drawing locals and tourists alike.
- Local food production is important from a health perspective, reduced transportation costs and fuel consumption, adds economic strength and security to the area, adds security in access to food and so much more.
- I think that a year-round market would fill a gap in downtown services for both residents and employees
- I enjoy public markets in other cities - the Pike Place Market in Seattle comes to mind. What would be possible in Lincoln and how it would be financed is less clear to me at this point, but I do like the idea.
- I have been to local food markets and support the idea for Lincoln. I would like to see Lincoln become known as a local food hub with urban ag opportunities.
- I strongly favor the creation of a year round market; I'm slightly less tied to it being in downtown Lincoln. Downtown makes sense because of limited food market options in the area and the surrounding residential areas are high poverty concentrations. If we can make healthy food more accessible to those most in need it's a big win. I like the downtown area for a market also because it draws people from all income levels who work there or go for entertainment so would connect to a wide cross section of the community.
- Having worked in downtown Lincoln for 33 years I have seen it change alot and the biggest change is the amount of people living here! It is only going to grow and the ##1 thing I hear is "there needs to be a grocery store here" this would fill that need!

6.1.2 Lists of questions related to a LNK downtown Market

Non-Experts

- I would like to know what types of businesses would be included in the year-round food market and whether or not the proposal includes local farmers we well as food trucks.

- Exactly where would the location be? What is the goal of this public space? Will this be a farmers market setup/general shopping mall setup? Are you promoting green spaces in the design?
- Where would this be located? What time would this be open? What would the parking situation be? What are the restrictions for what vendors would be able to sell? Are the vendors permanent or would there be openings for vendors to sign up for on a week to week basis?
- Who would run it?
- Can local Growers produce and provide fruits and vegetables during the winter months?
- I am too naive about local food market's to even formulate a question right now. I hope to learn more.
- When would it be open, during the week or only weekends? Who can participate?
- Would it be open to everyone, or just those who pay for a "membership?"
- What is the ownership/governance structure being proposed? Are there other programming goals for the market (ie. Pike's Place Market low-income elderly housing, etc.)? What limitations regarding participation are being proposed? How will this affect current Farmer's Markets in and around Lincoln?
- Will this take away from farmers market? Can different products be available at both this proposed idea, and the saturday farmers market? Location, Location, Location? Where will work for parking, trading, and provide ancillary services, restaurants, cafes, and other permanent businesses and shoppes surrounding the market? As a realtor that has had success fostering development growth at 22nd and Q with Antelope square, and Cooper Commons at 9th and D, I hope to add to realestate side of the conversation.
- I don't know enough about what a local food market / Public Market would look like to have any real questions. I guess I'm more in the information gathering mode.
- Location, location, location. Parking? Is there a plan to end the program should it not succeed, or fail to meet expectations
- Location, ownership, management
- How can I help the effort. Making sure people realize this does not take away from the summer farmers markets but adds to the viability.
- How does that work well in the winter time?
- What are the prices? What type of food? Is this different than a grocery store? How so?
- How to vendors participate? How much does it cost them? Would it just be seasonal things or the same things all year around? Will some shops and restaurants be a part of it? Will it drive other local people and their shops out of business? What do the vendors think of it?
- There are already a couple of winter markets, do the local producers have the capacity to do more (every day or every weekend during the winter)? Will this market compete with existing farmer's markets during the spring/summer/fall? Would this be an outlet for a CSA?
- How would vendors be selected and vetted?
- The biggest question is location. Where would it be located?
- Will it be competitively priced or will it take unjust advantage of lower income/disadvantaged inability to have the opportunity to buy competitively priced and nutritious because they are held hostage in the neighborhood by their circumstances of having extremely limited or no mobility options. It would be nice if it could be a coop. in which the owners and operators of the

coop. would be Lincoln's other grocery stores and supermarkets. By going together to stock and operate the coop., the local residents might have access to the best prices and experienced services.

- More of a concern than a question: I would want the offerings to be fairly affordable-- comparable to things like the many sandwich shops already downtown. I am on a very small fixed income as a graduate student, and so affordable options are important. Secondly, this form doesn't offer anywhere to include this information, so I'm including it here: I have a significant disability (visual impairment) that prevents me from driving, which severely limits my access to grocery stores and food in Lincoln. Having walkable access to food would significantly change my life quality of life and the lives of those who also depend on walking and public transportation.
- see above
- Where would it be? How would it be supported to ensure long term viability?
- Would there be enough vendors
- Is this similar to the Farmer's Market, what kind of goods would be sold there and what art be involved
- What percentage would be farmers producing product and what percentage of misc. vendors would've allowed. Don't want a flea market to develop
- If year round, how would the space work? The big trick is getting the draw in of an outdoor market in good weather, while getting an attractive, visible, indoor space for winter
- Would it be indoors during the colder months?
- How open it would be to rotating vendors, cooks, businesses.
- Will it be indoors part of the year? I don't want to shop outside when it is snowing and icy! :-)
- Who will participate? Will that participation create a void of vendors for the seasonal/neighborhood farmer's markets? Where would this be located?
- Location, transportation availability, etc
- How would it be financed ? Who would oversee it ? What merchants/producers/producers might be involved ? What are the potential locations ?
- Where would the source of most food be? How is "local" defined? What type of food? How is "sustainable" and "organic" defined? Would there be education components?
- Where would the market be located? How many vendors would be available at a time? What is the extent of items that would be sold here?
- Where would it be?
- How will this be sustainable in the winter months? Will you ship in food grown in other states? Will this be affordable for local growers? Booth prices, etc. Will it be managed by the city or a private development company? How can consumers be confident that their dollars are benefiting the growers and not big business?
- None
- Who is our audience? What is our message? How do we deliver that message to those audiences?
- What sites will be considered? What hours of operation? Will all vendors be selling local foods? Will lower income persons be able to use it?

- Would there be food vendors only? Would there be space for crafts, art, or other goods? Where would it be located? What would be the cost for market space?
- Where would it be and how it would interact with existing businesses.
- Where? What time/hours? Who would our community partners be? What kinds of synergy can a local market build from as far as relationships or existing networks?
- What kind of funding would be needed for sustainability?
- Location?
- Where would foods be produced?
- Would vendors switch out every so often? Would it be run like Open Harvest? Would the prices be reasonable and sustainable for those living nearby?
- Where would it be located? How would it be set up? Who would be in charge? What would the organic/non-organic labeling be presented?
- Where would the market be located? Would it be set up like a farmers market or more like a grocery store? How is the city of Lincoln planning on paying for the initial costs of the market? Would the market be a privately owned company or a public space?
- What kinds of offerings would there be - would this cater to those of a certain socioeconomic background, or would there be options across financial abilities? Will there be items other than fresh food available? Will there be vendors who sell a product that is cooked or handmade?
- Where would the market be, and who would be selling their products at the market?
- Where would it be placed? How many vendors?
- how will low-income and immigrant communities be included in this plan? how will this market benefit local/bioregional farms and producers, in particular how will this encourage season extension and innovation in local food production? how will cooperative values be incorporated into this project?
- Where would it be held, Inside or Outside.

SMEs

- Would the year round market be strictly local farmers? Neb-Iowa. Would there be a delivery program for senior citizens that live downtown or near by? What job opportunities besides the farmers would be created?
- I have questions regarding funding, city's role, site selection.
- What are the guidelines for participation; how will producers be selected or limited? Also, could a locally owned food co-op be allowed the opportunity for retail space? What about other grocers?
- How do you keep it affordable? Where do people park? Delivery is a must downtown. who will maintain/manage?
- I'm wondering if the demand exists currently, and how it will affect existing support of local food producers by commercial providers such as Open Harvest and Lone Tree Foods. Also have concerns about parking, location, producer capacity.
- currently available market base to support the venture
- What stipulations (if any) will be put in place for determining who can be a vendor at the market?

- Is there enough food supply to stock a year-round market? What kinds of items would be for sale during the winter and early Spring? Would these items pose enough of a draw to make the market economically sustainable? How would this market interact with existing locally-owned shops and boutiques? Has any research been done about the latent potential of vendors in the area? For example, are there a lot of artisans who have online shops only now and who would be likely to put up a day shop in this public market?
- Where would it be, how and when would it operate, could it be sustainable.
- Will it be difficult to find a location that has enough parking?
- Location? Cost to vendors? Who manages it? Guidelines or restrictions on who/what can be included in the market?
- Why downtown, what specific location? What population are you trying to serve by putting it downtown? I would say outside of the immediate downtown space would be better, some of us don't have the luxury of living near there and bike riding or walking so parking is always an issue. Another question is what kind of response are you getting from farmers about their ability to produce for a year round market?
- Where are the current sites being considered? Are there any investors lined up or collaboration planned with the university community? What is the level of support from city council and state legislature?
- Feasibility - year-round supply of food items? With what existing businesses will it compete? Location? Impact on surrounding area?
- See above.
- Who will oversee the market? How will the city be involved? What steps are being taken to ensure that everyone can access the market and afford the items being sold there?
- How many farms have expressed interest? Is there a bus route nearby? Have business hours been discussed?
- Funding? Competition with Open Harvest and the NE Food Coop? Opportunities to collaborate with OH and/or NFC and support them as well?
- I have lots of questions. Too many for this space.

OMEs

- How accessible will it be? Will there be reliable transportation around? Will it be affordable?
- What space or building will be occupied? What types of foods/products/services will be underlined in such a space? Will there be a health focus? How locally sourced will workers and providers be?
- How will we fund the project. Will there be an effort to build inclusive communities around the space. How will we build this project with a focus on including the existing business landscape.
- Do you want to use Pershing Center? Who would pay for the market?
- The vitality of the organization. Would it be able to make enough money to pay for staff, operational costs while keeping food at a reasonable cost.
- Will there be "anchor" tenants? What location(s) are being considered? Who will manage the Market?
- There are laws on what kind of food can be sold with or without permits.
- Is the Pershing Center being considered for a public market?

- Would this be a permanent site, indoor/outdoor, one day a week or 365, necessary infrastructure to support, necessary public financial support, use of street/ROW, location to housing or other uses, local or include regional/national, other requirements for vendors, support for vendors?
- Feasibility for a city our size to economically sustain a market. Does the winter weather cause challenges for viability?
- Funding model? Local supporters? Barriers to entry and how can we support? Opportunities to engage students and downtown dwellers in this process? Economic benefit to the City or local producers?
- Where would it likely be located and how would it relate to the seasonal farmers' market in Haymarket? Will it be affordable and inclusive for downtown-adjacent residents with lower incomes? Are there successful precedents of similar markets in cities the size of Lincoln?
- Who would partner w/J.I. to create it, where would it be located (realize Pershing is J.I.'s desired spot), how much it would cost, who would finance, etc
- Location and funding are the major questions that I have.
- How will ease of parking be created? I've been a devoted downtown person for many years and don't mind an occasional parking challenge but many people cite parking as a reason not to go downtown.
- lots!

6.2 FOCUS GROUP DESIGN: PROMPTS FOR COMMUNITY CONVERSATIONS AND RESULTING THEMES

6.2.1 Script for Moderators

(This script and notetaking structure is for moderator use and not shared with the participants.)

Thank you again for attending our community conversation. In this next part of the meeting, we want to discuss in small groups your reactions to the questions on the pre-survey and to the presentation.

We will be audiotaping this discussion so that we can refer back to the tape in case we need to fill in gaps in our notes. However, no individuals will be identified and no one except the meeting facilitators and organizers will be listening to the tapes. Is this Ok with everyone at the table? Is anyone uncomfortable with being audio taped?

Note: Those not comfortable being audio taped should be allowed to discuss separately or at Table 5.

1. The first two questions on the survey asked you what you thought of when hear the words “Public Market” or “Local Food Market.” Would anyone be willing to share their answers?

- *Prompts for additional information (Probe for additional themes, gather details):*
 - **EXPERTS: How do those you interact with, everyday people in your community or that you serve, react to these terms?**
 - Did others have similar or different things come to mind?

- Do the terms “public market” and “local food market” bring different things to mind? If so, what different things do each of the terms bring to mind?
 - In general, do you feel the terms bring to mind more positive associations? Or more negative associations?
 - What are those positive and negative associations?
 - During the presentation, you were shown visuals of some public markets. How are these visuals similar to or different from what came to your mind when you completed the pre-survey?
 - What other words or phrases might be used to name what you saw in the presentation, other than the words “public market” or “local food market”?
2. **The next question asked you: What are some potential negatives that might be associated with a local food market/public market in downtown Lincoln?** For example, what concerns do you or might others have? Or what might be the barriers to Lincoln having a successful downtown local food market/public market?
- *Prompts for additional information (Probe for additional themes, gather details):*
 - **EXPERTS: How might this question be answered by those you interact with, or by everyday people in your community or that you serve?**
 - Did anyone have similar or different concerns come to mind?
 - Did anyone have similar or different barriers come to mind?
 - Tell me more about the concern/barrier of _____.
 - What might alleviate or overcome that concern/barrier?
 - Are there certain negative stories or themes that could be associated with public markets/local food markets that might repel you and those in your community?
3. **The next question asked about the potential positives that might be associated with a local food market/public market in downtown Lincoln.** For example, what benefits might be possible, if Lincoln had a year-round public market downtown? Or, what things might facilitate Lincoln having a successful downtown local food market/public market?
- *Prompts for additional information (Probe for additional themes, gather details):*
 - **EXPERTS: How might this question be answered by those you interact with, or by everyday people in your community or that you serve?**
 - Did anyone have similar or different benefits come to mind?
 - Did anyone have similar or different facilitators come to mind?
 - Tell me more about the benefit/facilitator of _____.
 - What might promote or ensure that benefit or facilitator?
 - Are there certain positive stories or themes that could be associated with public markets/local food markets that might appeal to you and those in your community?
4. **Some of the potential positive and negative reactions to a market were listed under #6 on the pre-survey.**

- Were any of these items confusing or difficult to understand?
- Did any of the items raise questions in your mind?
- Did any of the items resonate with you, as particularly true, or as particularly false?
- What is missing from the list in #6?

EXPERTS: How might these items or question be perceived by those you interact with, or by everyday people in your community or that you serve?

5. The last open-ended question on your survey asked: What would increase the likelihood that you would visit the downtown public market...

...At least 1-2 times per year?

...At least monthly or more often, as a regular part of your routine?

Would someone be willing to share their answers?

- *Prompts for additional discussion*
 - *Are there different factors that would increase the likelihood of visiting the market regularly vs. visiting it occasionally? What are those different factors?*
 - *Are there factors that might decrease the likelihood of either visiting the market occasionally or more regularly?*

EXPERTS: How might these items or question be perceived by those you interact with, or by everyday people in your community or that you serve?

6. At the end of the discussion:

- Choose someone to report out for the group (if there is resistance then it is ok for the facilitator to report out)
- Help the group choose 2-3 themes, main points, observations from the discussion to report out to the larger group. This could include questions for the larger group.

6.2.2 Themes from Focus Groups

ASSOCIATIONS

Public markets and local food markets

- People think of other markets
 - Local: Haymarket, old market, farmer's market, holiday market, old cheney, CSA, coops,
 - U.S.: Grand rapids,
 - Abroad: London,
- Memories
 - Of visiting other markets
 - Of going to foreign places
- Other associations:

- More expensive
- Socializing/recreation time
- Businesses
- Educational opportunities
- Edible and local food daily
- Restaurants/ bars
- Hippies
- Low cost food startup
- High quality of food
- Organic, over-priced
- Local flavor
- Likely to change, more flexible, less reliable
- Unfamiliar terms
- Open air
- Anyone can go = INCLUSIVE (see later comments)
- Art
- Ethnic offerings
- Mixing of persons/cultures
- Supported by the govt
- Specialty foods
- Community connections
- Environmentally friendly

CONCERNS/BARRIERS

- **Competition with other businesses**
 - Downtown businesses/small businesses
 - Take market share
 - Take parking/make things crowded
 - Other “local food” businesses (CSAs, Open Harvest, farmer’s market)
 - There are a lot of existing markets
 - Other ethnic restaurants (e.g., N. 27th)
 - Some may not be a threat/threatened because they are serving a small ethnic-specific population
 - **Solutions/suggestions?**
 - Different days/locations and targeted markets
 - E.g., during the week, not on weekends when people are at farmer’s market or when downtown businesses are closed
 - E.g., try to target a different public than those who already come to existing businesses, e.g., rather than targeting weekend tourists, target those working downtown, students in need of fresh food
 - Have an existing business (e.g., open harvest to be the food vendor through which farms sell their produce, then open harvest actually sells it)

- Don't allow the same things to be sold in the market as are already being sold within a couple of blocks
- **Reliability and Producers not having enough capacities for success of market**
 - Farms are already trying to extend the season
 - If they are busy harvesting, tending growth, packaging or delivering for existing customers, when is there time to add staff for having a market stall too?
 - Consistent supply is important
 - What if vendors do not show up
 - "Integrity of the food chain"
- **Regulations and Logistics**
 - How will current licensing and food/sales/etc policies and regulations constrain or facilitate the various options for the market, the vendors, others in the area?
 - For a start-up, the amenities would be an issue (lighting/safety, trash/rodents, bathrooms, parking). Residents may balk at the idea of living nearby unless well done. If Pershing site used, many issues already taken care of.
- **Funding and/or subsidizing the market**
 - It IS possible to do a private market (rather than publicly funded)
 - Vs. Public funding is needed to get started
 - **Solutions/suggestions?**
 - Have an entrepreneur with a strong vision do this huge project
 - Crowd-funding? (show community buy-in)?
 - Use of the word "public" could foster belief that it is publicly funded (whether it is or not) and bias some segments against it
- **Parking and accessibility of market**
 - Is downtown the right place for it?
 - South Lincoln has more disposable income/wealth to spend
 - Football: What about game days? Too too busy downtown then
 - It is already a hassle to go to the farmer's market for lack of parking.
 - People do not usually have to pay for parking to go "grocery shopping"
 - Walking to farmers market in the summer/nice weather is different than walking from a far parking space year-round (e.g., winter)
 - Perceptions of parking/traffic will be as important as the "actual" situation
 - **Solutions/suggestions?**
 - Have it in a place where parking is ample/easy
 - e.g., use some of pershing lot for parking garage
 - e.g., have it not right downtown but close to downtown, but someplace with more parking.
 - Counterargument: it will be located at the 'hub' for Lincoln's busses (all busses go downtown)

- **Affordability**
 - Will lower-income small businesses be able to afford to take part in it?
 - Will lower-income consumers be able to buy from it?
 - Will they feel comfortable in the space or uncomfortable if “too artisan”?
 - Will it accept food stamps?
 - Again, perception will be as important as “actual” – some people perceive that “eating healthy” means “expensive”
 - Solutions/suggestions:
 - Take SNAP
 - Recruit and involve diverse income/ethnicities in development of market
 - Increase the affordability for vendors by having multiple levels of rental/ownership; for example, a full-sized restaurant vs a small food stall.
 - Have wholesale produce/products for local restaurants as well as retail for on-site visitors
- **Nebraska Culture**
 - Everyone has a car and so can drive elsewhere
 - Our weather is variable and people may not want to go out in bad weather
 - Even if the market is inside, people may want to be able to sit outside
 - Nebraskan culture means staying home with family not going to the market for entertainment
 - Disconnect between producers and consumers – would help eliminate that disconnect
 - May not be perceived as needed due to the other farmer’s markets

BENEFITS

- **Economic stimulus for area**
 - Could be a ‘small business incubator’
 - Less cost than having a permanent daily storefront
 - Could ‘expand the pie’ for all businesses if draws new people downtown
 - Food trucks then have a location to go? (food truck dilemma?)
 - Foods/products that “you cannot get anyplace else”?
 - Include other activities/businesses that are not food (yoga? Ymca?)
- **Meet food (and convenience) needs in area... and beyond**
 - Downtown is a food desert
 - Lack of easy access to fresh produce
 - Walking distance to downtown residents and workers
 - “I would rather walk to eat at a market than at a chain restaurant”
 - Be able to get lunch there AND get groceries at the same time
 - Hours will be important, frequency of days open, convenience
 - Lots in one place so don’t need to go more than one place
 - Note: Be sure there are public restrooms, cycling stations

- NEEDS everywhere:
 - Being able to buy a few carrots rather than a whole bag
 - Being able to buy food unpackaged
 - Knowing where your food is from

- **Build Social Capital, Catalyze other Efforts**
 - Potential to bring cultures together
 - Create a common place, identity
 - Place to “start other things” (start tours etc).
 - Multi-functional uses, a community building (meetings? Sports? Games? Maker spaces? Buy/sell? Meeting place for people who sell things on craigs list?)
 - Lincoln has a newer business venture called “Love, The Locals” (<https://www.lovethelocalsnebraska.com/>) as in we should love/support local craftsmen – and – they are locals creating with love. Speaker envisioned it being a part of a Public Market.

- **Atmosphere: Fun, interactive, entertaining, relaxing**
 - Passion and energy – different from a grocery or department store
 - “something for everyone”
 - Have brunch!!! (at last a place to go!) ← or maybe this goes under culture...
 - Have cultural fairs and *events*
 - Diversity of foods
 - “Homegrown”
 - *Authentic* restaurants
 - A brewery, and/or have alcohol
 - Demonstrations
 - Engage public with chefs
 - Inviting to diverse (income, ethnic) persons, not feeling elitist, yes feeling unique/special
 - Children’s activities and needs
 - Showcase NE products
 - Showcase NE culture, heritage, history
 - Showcase NE immigrants across time/space in NE?
 - have a commercial kitchen “maker space”
 - A place for artists and musicians (not only food artisans)

- **Pershing as a location**
 - Would tie together downtown, haymarket, telegraph district
 - Busses and bikes already travel past
 - Large indoor space for our weather

FACILITATORS

- **Change food culture/health culture**

- by demonstrating cooking
 - encouraging 'slow food'
 - educational events about health effects of foods, food production, benefits of local food
 - promote 'urban farms'
 - promote indoor growing of foods year-round
 - help people out of their comfort zone
- **Education: To facilitate support for the market there is a need to educate people on...**
 - About prices, the true price of food (the meaning of "loss sale prices") and regarding "in season" prices
 - The relation to ethical consumption, to appeal to ethical consumers, e.g., those looking for non-packaged foods
 - About the growing season (e.g., fall and winter crops; not only summer crops).
- **Marketing the market**
 - "Public Market" vs. "Local Food Market"
 - PM seems broader but may make people think "tourists only" and isn't as well-defined or as immediately obvious what it is
 - LFM seems narrower to some, referencing local food only perhaps, too similar to the current farmers markets
 - Need local support (low belief that tourists will come and use market much)
 - Is there enough public demand?
 - Is the Lincoln Community "ready" for a market?
 - Nebraskans are nice, but not adventuresome
 - "take baby steps" in moving the culture in the local food direction?
 - Nebraskans don't have brunch! (evidence that Nebraskans are different)
 - Need a diversity of consumers to make this work
 - What are public expectations?
 - Are they more forgiving of being "out" of things at a market than at a grocery?
 - Do they expect being open daily? Ok with open 2 days per week?
 - Do they expect it to be "more expensive"?
 - Who cooks anymore?
 - **Solution/suggestions:**
 - Kitchen and cooking demonstrations to engage people and show them how to cook with foods from the market
 - Appeal to Nebraskans: beef, corn, football, the native NE feel
 - Nebraskan Artisans (not just artisans....)
 - Careful of the craft to food ratio
 - Have wifi so that people come and stay a while
 - Market as a "living library" of experience
 - Delivery? (many downtown merchants/food deliver)
 - Need ready to eat stuff too
 - Conduct feasibility and marketing studies – clearly define who is your market and how to reach them

- Blend the regular and the artisanal
 - See other “hopes/dreams” under benefits/facilitators
- **Wide Appeal, Local (Neighborhood) Feel**
 - Not just for tourists (tourists should like to come because of its “local feel”)
 - Not just luxury items
 - Ordinary food for ordinary people
 - Desire for a grocery store with staples reliably available
 - Market containing things ranging from the ordinary to the extraordinary
 - Family feel; point to the homegrown
 - Fits the neighborhood:
 - Prices fit neighborhood demographics
 - Take advantage of diversity/cultural centers
 - Think “Midwestern” – what is our niche? Agriculture. Highlight.
- **What else will increase numbers of visits?**
 - Must have the corner grocery store with staples! It would be the anchor of the Public Market, especially for those who need milk, eggs, bread, and toilet paper on their way home from work.
 - Parking, accessibility
 - Reliability of food/offering
 - A small town “Main Street” feel – diverse businesses / stalls – barber shop, butcher, corner grocery store with staples, etc.
 - Mixed use space – housing as well as businesses. On bus route. Everything you need on site.

6.3 FULL DESCRIPTIVE RESULTS IN ORDER OF PRE-POST SURVEY

Thank you for your willingness to participate in today’s community conversation! Please complete the following questions BEFORE the presentation begins today. The questions are designed to give meeting organizers an idea of how individuals are thinking and feeling upon arrival at the meeting. **So, please do not change your answers once the presentation and discussions have begun.**

6.3.1 Open-ended questions about public markets and local food markets

1. **PRE-DISCUSSION: What are the first things that you think of when hear the words “Public Market”?**
Please list a couple examples of associations below.

Non-experts:

- Farmers markets, festivals, local vendors, food trucks, live music

- Green space, an indoor farmers market atmosphere
- Boston - Fanevil Hall, Seattle Market
- food, reasonable cost
- Farmers markets, veggie van, food distribution
- Public Market - I think arts, craft, clothing, & food, open to anyone. More like Haymarket Farmers Market
- Bazaar, Local Cuisine, International Food, Meats + Cheeses, Permanent structure, every day, small business
- unique meeting place for eating + talking, unique business, gather around good ideas
- A place for people to gather to buy fresh local food
- farmers market, open area - small vendors
- Open area public use, urban, local food providers - variety
- available to all (to "shop" and to serve as vendors), easily accessible (location, hours), lots of options - yummy fresh produce, baked goods, perhaps handmade/local wares, affordable, healthy
- Pike's Place
- Farmers market, small business, buy local, community connection, homemade goods
- DIRECT purchase from vendor - skipping middleman, whole sale type opportunities - prices, all encompassing - lots of variety of product
- Collection of small, mostly permanent vendors, not necessarily focuses on food. Not too different from railyard installation, or other sections of the Haymarket
- Grocerie stores with unique offerings, farmers market
- Faneuil Hall - Boston, Westside MKT - Cleveland, I'm not sure really grocery store or collection of types of store
- Haymarket on Saturdays here in Lincoln - with its coterie of local farmers, produce, bakers, meats + crafts -A weekly event or special event -Eastern market in Washington D.C. -Falton Fishmarket, NYC -Weekly farmers market in Wayne, PA - many Amish
- farmers markets, UPCO community market
- bustling, commerce, small biz incubator
- anybody can go there
- I picture something like the markets in Europe, where there is an array of food shops and little stores and fresh groceries (usually I imagine outside
- Food, makers, hipster/modern - big city
- Railyard, rotating vendors (less permanent) local vendors (not chains)
- Pikes Place in Seattle, Columbus, OH market - food, art, clothing, liquor
- open to all, variety of products available, local, shoppers browse indoor/outdoor
- Produce vendors, fishmongers, sandwich shoppes, specialty food vendors
- Everyone is welcome. Everyone supports it. The store is affordable. Everyone is invested in it.
- local farmers/artisans, flowers
- European experience, community gathering place
- I think of farmer's markets - possibly things like a food truck? Local + healthful foods
- Seattle
- Large, accessible area with vendor stands of many varieties, fruits, veggies, meat, baked goods, food stands
- Healthy, community, fresh produce

Subject matter experts (SMEs):

- local grown produce, meats, dairy, herbs, flowers, local craft beers, local grains, flour, ample bike parking
- public market -> publicly funded farmers market. Example: like (illegible) me @ the Haymarket but year round
- specialty produce, local, fresh
- Year-round community space for local produce, meats, cheese, value - added goods. Selection of affordable, fresh produce to higher-end, artisan foods (pasta, cheese). Dine-in options. Potential for local artisans (crafts, etc.) community space - library, mtg rooms, etc.
- 1 - Farmers Markets - including everything from Haymarket to the roadside trailer. 2 - May also include outside fresh food stands - like you see in lg. cities, ethnic areas
- A place I go as a tourist in other cities bustling, colorful
- An open air (or covered) market with many vendors, products, shoppers, as in Mexico, Italy
- Seattle's "Public Market" Boston's, Philadelphia's
- local products, community spaces, community development
- Seattle fish market, meat/fish
- Farmer's markets, flea markets
- Pershing Auditorium
- Great local foods + other local products, Fun place to go

Other matter experts (OMEs):

- opportunities for small business bakers/goods fresh food for the community
- Farmer's market, food, local
- Greta idea/necessary
- Europe, Inclusive, sustainable food source, multilingual, community hub
- Pikes in Seattle
- variety of vendors, goods - food (baked, jams, cookies), veggies, crafts handmade items, outside
- open air, food, multiple entrepreneurs
- open air market
- PHX Public Market, Portland Public Market, Year round indoor market w/ food and a few "product" vendors (candles, cards, toffee, etc.), potential small café using local sourced food, coffee shop, numerous spaces for networking/gathering
- local produce, small business, local business, diversity, placemaking, local economies
- Haymarket Farmer's Market, Old cheney Market, Boston Commons
- Fresh produce, locally grown, variety, community, pike place market, artisans, crafts

2. PRE-DISCUSSION: What are the first things that come to mind when you hear the words "Local Food Market"? Again, please list a couple of examples below.

Non-experts:

- farmers within a 50-100 mile radius, wholesome, quality

- food/craft from local vendors (within country lines). Farmers and small big
- sustainable, community
- Lancaster Co
- Food grown/made locally, NE farms, local restaurants and vendors. More like Old Cheney farmers market
- Fruit + Vegetables, locally grown food, local vendors, new items, small business
- fresh produce, cheese, etc.
- Our Lincoln 3 Farmer's Markets - or maybe there are more?
- local vendors, quality products
- Local providers, creates, healthy, healthy and encompassing vegetation, gluten free, vegan options
- all of the above, but locally sourced exclusively, community engagement
- CSA renders - local farmers selling product
- community, family business, fresh, healthy
- food grown/or distributed from local sources, specifically made for this particular culture - caters to culture
- The farmer's market, of which the Old Cheney/College view is unquestionably the exemplar
- locally sourced foods from a "determined" area
- any farmers mkt around town
- Grocery store and Haymarket in Lincoln (see above) -Strawberry festival Tampa, FL + weekly markets
- locally grown food - produce
- neighbors, sustainability
- located nearby, maybe food produced nearby
- fresh produce, organic, helping local farmers, easy to get to
- local farms, small business restaurants, cafes
- Well local foods are accessible in Lincoln in a variety of venues (Nebraska Box, Farmer's markets, order direct from Lone Tree Farms), but those options could be consolidated to invite in/make it accessible to more
- Haymarket-s good weather produce & breads & art FSt neighborhood produce, Old Cheney produce
- open to all, same as above, focus is food locally grown
- small restaurants, local produce
- The food comes from local sources. The employees come from the neighborhood. Local ownership
- fresh organic produce, competitive prices
- sustainability, fresh
- similar to the above answer
- Farmers
- local producers of goods, homegrown
- farmers, local, community, neighbors, farm-to-table restaurants

Subject matter experts (SMEs):

- resource for obtaining locally sourced food within 50-100 miles
- local food market -> locally owned market that has food sourced from local areas (if possible)
example: the store @ 17th & South
- fresh produce, locally grown, food make people happy
- Year-round farmers market
- As in #1 above where food is within 100 mi
- community friends, fresh produce
- Local food producers, weekly market, Old Cheney Farmers Market
- Open Harvest. Haymarket Farmer's Market. Old Cheney
- local farmers, csa, healthy foods
- farmers, nebraska, sustainability
- farmer's markets, local gatherings

Other matter experts (OMEs):

- safety, fresh, fun
- A place to buy every kind of local food wholesale + retail foods
- access to food in the neighborhood, small farms opportunity to sell their seasonal crops
- small farmers, wholesale prices
- healthy food options/access
- Europe, Inclusive, sustainable food source, multilingual, community hub
- Haymarket Farmer's Market
- not a lot of crafts more food items
- market specifically established to provide venue for local food sales
- food produced within 30 minutes
- Locally sourced food, produce, coffee, and goods, Desoto Market - downtown PHX (market, cafes and gathering space)
- local, healthy, food/business
- Farmer's Market, Community Crops, Local Grocers, Farm to Table Restaurants
- groceries, locally sources

6.3.2 Open-ended questions about negatives or concerns

3. PRE-DISCUSSION: From your perspective, what are some potential negatives that might be associated with a local food market/public market in downtown Lincoln?

- For example, what concerns do you have (or might others have) related to creating a year-round local food market/public market in or near downtown?
- Alternatively, what do you think are the barriers to Lincoln having a successful downtown local food market/public market?

Non-experts:

- Concerns: traffic jams, poor parking options, congestion, hassle for those trying to reach businesses in that area. The waste created if things are not managed well (trash from flyers).

Barriers: Good access to public transportation, lack of visibility + marketing, variety/cost of vendors

- Concerns: I don't have any... maybe that its an indoor concrete space. I would like to see maybe a partial open air/green space. Barriers: unsure of barriers
- cost to develop site; parking; proximity to where I live, who pays to develop the site of operation
- too expensive, not enough variety of options
- Will it be more crafts than food? I feel that's what the current downtown market has an excess of. Will the interest stay? How will this be affected w/ the new grocery store going in?
- Negatives - taking away business from others in the area who count on business at the time the market goes on? -Parking is a big concern. Especially on days when PBA has events or husker games
- who runs it? Legality? Food liscense? What will be sold? Accessibility to weekly produce. Variety. Red tape!!! Simple, presentation
- competition for parking and pricing
- space? Parking? Food to expensive for some to purchase
- parking, winter season attendance
- I fully support this. Barriers are commercial chain restaurants tend to squash local providers. Conservative food eaters may not be open to something new. New + different things can be feared by many
- parking, first come, first served issues - those who can get there at earlier times would have better selection
- viability, competitive
- barriers - space? Parking
- can lcoal food be available fresh all year long? Will supportive product have to be used during coldest months? The large and mostly false fake news and nay sayers that will complain about all apects: taxes, location, availability, change
- My only concern is that it would fail. I'm not confident that Lincoln can support local food or local business in the long term - see, ie, our local restaurant scene, long on sushi and burgers and nothing else
- winter access, parking, sustainable financial capability without govt intervention
- not much for concern really. Parking?
- parking -will locals be able to meet demand? Conversely, is demand enough to meet supply? -If downtown, how many of us residents are willing to deal with traffic + paying for parking on a consistent basis? -is this daily? Weekly? Or special 'event'
- no concerns, finding a location; who organizes, markets it, coordinates, sustainability
- threaten summer market (unfounded), turn into a bus station/public library where homeless hang out
- A local business creating jobs and needed serves are a good thing. Free enterprise in action
- if the food is expensive, if it isnt marketed well
- take away from the actual shops and restaurants, not being accessible - being torn down, parking
- parking is a concern for many downtown (not me.... But many), high rents?

- Location, Location, City support
- providing sustainable offerings through winter
- having a viable location, markets I am familiar with grew organically
- Inventory shrinkage. Crime. Maintenance. Affordability. Funding. Finding owners/members willing to invest. Finding a sustainable location within walking distance
- finding a parking space, competition from the big guys
- competition, reliability of food supply (quantity & safety)
- My only concern would be financial feasibility in terms of generating enough income
- climate, population density
- insufficient foot traffic to support resistance from established vendors, business owners
- Parking, weather, will produce be fresh? Barriers - financing of space, is space available? Cost of produce

Subject matter experts (SMEs):

- parking. How would it cut into the sales of open harvest co-op? must be affordable for everyone. Sometimes local & organic is priced beyond what a single parent home can afford. The downtown "area" is surrounded by low income. Lack of bike racks.
- concerns: supply of materials barriers: support from the city, needs some kind of subsidy while choosing a site, lowering cost
- traffic
- How it will compete w/ other local food markets, e.g. farmers markets, open harvest, lone tree foods. Will it be affordable for small producers? How will participants be selected that's fair & maintains integrity of local values. Funding to promote & drive more consumers to.
- Price too high for the majority of ppl living close -Need buy in of multiple farmers to keep market going year-round -Parking close to facility may be a barrier
- trying to attract too many different audiences is going to be hard. How do you market to both low income + high income people without diluting the message?
- concerns: adequate, convenient parking, producer capacity - time and products, competition for existing stores - ie open harvest, existing markets, existing dist. Company - lone tree, consumer demand
- Parking of course. People associate grocery buying with "Free Parking" As for other barriers: Lincolnites don't eat their vegetables, and think convenience foods are great
- concerns - traffic, parking. Barriers - is there enough demand/interest to make it successful?
- concern - that there is not robust enough market need to make it financially sustainable. Concern - that there are not enough vendors to make it financially sustainable. Barrier - Lincoln residents may not use it enough. Concern - is there enough product to sell in winter?
- Lack of parking, causing traffic congestion
- whining about government overreach
- Too extensive for vendors, no parking

Other matter experts (OMEs):

- parking is an issue
- costs to entry
- parking, safety
- Not inclusive of neighborhood (illegible), Branding, pricing, lack of community outreach, lack of produce
- concern = would it require public funding, barrier = location & parking
- variety of food available year round - sustainability of market, cost, parking/location
- access, parking, cost to tenants, continued financial viability
- There are certain food sales regulations that will limit what can be sold
- Taking business away from other local vendors and shops
- Nay sayers. Politics. Lack of public input
- What impact would it have on the Haymarket Farmer's Market, associated infrastructure needs, associated parking needs, subsidies, and general support
- winter weather could impact revenues, now fills with Farmers market, higher prices, modern conveniences/customer expectation

6.3.3 Open-ended questions about positives, benefits, and facilitators

4. **PRE-DISCUSSION: From your perspective, what are some of the potential positives that might be associated with a local food market/public market in downtown Lincoln?**
- For example, what benefits might be possible, if Lincoln had a year-round public market downtown?
 - Alternatively, what things might facilitate Lincoln having a successful downtown local food market/public market?

Non-experts:

- Influx of visitors from other cities, influx of vendors from local areas, tax breaks, good organization (public facing + maps online info for vendor wishing to participate)
- Downtown residents would have a fresh produce option closer to where they live. People who work downtown could shop during breaks/lunches. Many options would help facilitate a successful market. As well as a great welcoming design and solid local support from shoppers
- Another activity draw to downtown; opportunity for local food producers 2. A very wealthy benefactor
- not having to travel a long distance to get groceries, a more walkable city
- Fresh fruits + veggies, support of local farmers, use of EBT?, Downtown is a food desert so this could help
- More traffic downtown which promotes others to shop locally while down there. Bring in out of town guests. Success affected by parking, times open, location
- fresh fruit + vegetables weekly within downtown. Continual + new vendors. Variety opportunity to try new things. Opportunity for small business or immigrants to display culture + make money
- love fresh local food. Food variety and choice. Like to meet the vendors + growers

- Bringing people together, experiencing food of Lincoln's immigration
- nothing like it in the area, need for grocery type venue in the area, bring people to the downtown area
- Open minds to alternative food options. Accommodate healthy choices and a variety of food life choices. Luckily the farmers markets in Lincoln are popular. Piggy back of the success of those and encourage more
- healthful alternatives to grocery store produce, local = more sustainable; reducing environmental footprint while developing/supporting local producers, source of education/platform for local sustainability campaign
- benefits - supporting local producers, encouraging healthy eating (less "convenient" food), facilitate - public/private partnerships
- local business growth, opportunity to build tax base, showcase local growers, Nebraska agriculture is displayed in its glory! To facilitate: positive atmosphere for business tax opportunities, an excellent site - location is key. A people that enhances local color, flavor, history, agriculture, education - something that enhances + (illegible) what we already have going for Lincoln + S.E. NE
- Local food is hard to find from January - April. Having local food is a central location would be a great positive
- local, real food - not processed or GMO stuff
- being able to walk to it. An interesting unique food items to have access to
- 1 - Benefits, progressive city. 2 - support locals -Pedestrian accessibility -bathrooms -have WiFi + Coffee Shop(s) How to facilitate: -constructive parking and hours that serve busy families. Kids have after school sports, church, commitments. -free parking. -bicycle parking
- Benefits - local food source, healthy, food access, food security if reasonable, affordable prices, facilitate: strong, sustainable organization to operate + coordinate
- boost tourism, encourage small business, help neighboring business
- Creating jobs - paying taxes what could be better than that.
- PEOPLE WITHOUT CARS CAN SHOP INDEOENDENTLY! Good for UNL students, taking power away from big chains like WalMart and giving it to local farmers, makes the town look good/futuristic
- culture/vibrancy, community, unique travel destination
- It would be a great gathering space - to lengthen the Farmer's Market energy to year round/all week long
- keeping local productivity, small business, volunteers, city support
- eco-friendly, supports entrepreneurs
- stability
- Helps people with no or questionable transportation. Better food choices for neighborhood. Economic development for neighborhood. More state employees working and living in the neighborhood. Broad interest in investing in the facility
- produce, fresh food availability, could draw in artists/shoppers for other stores, parking, nice space - food to eat while there (vendors - food trucks)
- Allows daily shopping for downtown residents. Allows local restaurants to have direct access to fresh, local, ingredients

- It is a chance to showcase + highlight our local producers + provide them a revenue for sales. There are so few food options downtown that are local + NO grocer. It provides healthful food access, hopefully affordability, to those who may not have transportation access to other grocers. It would also be a valuable community building space
- readily available fresh produce/baked goods available to a wide range of community members
- Improved health (year round fresh produce), bring more people downtown, expand culturally/diverse music/entertainment

Subject matter experts (SMEs):

- easier for restaurants that want to use local produce to obtain. Boost local economy. Employment. Community growth. Would help build a more resilient community
- access to healthy food, enhancing local economy, supporting our local farmers, (illegible) teaching piece, institutional support from the city
- being a chef point of view always access to them, fresh ingredients
- A well-funded, well supported institution that promotes, enhances, strengthens, & and expands the demand for local food. Increase access for beginning farmers
- This area is a food desert so it's needed -I'd like to see a yr round market that makes it easier for farmers to sell goods + a location where residents know there is a good selection of local produce year-round -Easy access, pick up drive way, near density of residents, tie in w/ urban farmers + East Campus, trainee program, public INPUT
- would love to access in winter months, more opportunities for entrepreneurs, esp support for low income business owners
- access to local foods, cool addition to Lincoln culture
- Attitudes won't change until "local foods" get more normalized, so starting sooner rather than later expedites the process. Making this venture as 'user-friendly' as possible will be key to variability
- increased access to local, healthy foods, increased sense of community, marketing and communication will be very important, having well curated vendors
- fostering/strengthening local economy. Strengthen tourism. A fun/lively local addition to Lincoln. Strengthening sustainability in Lincoln. What would facilitate: community support, market study of vendors
- produce for those living downtown, draw folks to the downtown
- safety, community, uniqueness
- Place for local producers to earn income all year

Other matter experts (OMEs):

- access to fresh, healthy foods, boost small operations that are going on in homes
- Highlight local ability to source needs, large public buy in
- building a stronger sense of community
- Greater access to food. The existence of a much needed community hub

- Bring people to Lincoln
- good food that you can buy more often than once a week @ a market, access to individuals downtown, location, advertisements etc.
- improves quality of quantity of produce (fresh) available to public, broadens opportunity for local farmers to sell produce + other food
- less crowded than a farmers market
- place to gather, place to get local produce/goods year round "one-stop"
- politics, vision, collaboration, private/public/philanthropic collaboration. Grow small business, access to local food/produce, placemaking, diversity (business owners), food equity (security), fun, catalyst for other development/expand markets, access to opportunities to better economic, social conditions for families
- Farm to table access to local restaurants, "groceries" downtown, range of food options near low-income areas, partner shops w/ local agencies, part of a redevelopment project
- Regional draw/economic development, community building, food quality/access to quality food

6.3.4 Open-ended questions about increasing likelihood of visits

5. PRE-DISCUSSION: What would increase the likelihood that you would visit the downtown public market...

...At least 1-2 times per year?

Non-experts:

- if it is organized well and laid out well with a good variety of vendors and decently priced (for the area)
- Availability of items I can't get anywhere else
- Authentic Italian deli 2. locally grown/raised produce/products
- having affordable, local food
- variety + convenience
- amount of local produce vs crafts art. More food/farm vendors = more visits from me. Parking
- food vendors - good food
- special events of organic and food preparation content
- I work downtown + live close to downtown. This would be a natural fit for me. I also choose mostly plant based and natural diet. Produce, local food is healthier than chain restaurants. My wife eats to live + is vegetarian/vegan. It is hard to accommodate her diet when going to traditional markets.
- times fit w/ work/class schedule, prices affordable, produce available year-round (seasonal of course)
- participate of my current CSA provider, atmosphere
- competitive pricing, getting things not available at grocery stores
- quality of merchandise, interesting variability
- free parking, easy in/out. Hours that fit my work schedule
- location and products available, home of operation

- special events, music
- If prices are fair. If product is good. If its easy to get in and out of.
- food specials, events, music/arts
- events
- at least 5 vendors - variety
- cost effective product, clean organized well lighted space, Decent variety of items
- easy access, items that are outside the norms - teachable uses
- great local sandwich shop
- If it is safe, clean, well-lighted, and has wholesome food. If it sold food for consumption on the premises
- pets allowed, good prices, art work
- convenient parking or public transportation
- availability of grocery items
- knowing of its existence and days and times of operation
- Easy access to parking & location

Subject matter experts (SMEs):

- every week
- Specialty holiday markets, winter markets, community events
- year round
- variety of goods, feeling of community support, producer support
- I live 12 blocks from downtown. I'm easy
- easy access to free parking
- good selection, café/bistro, live music, good prices
- good parking, kid events (activities like balloon artists/face painting, etc.)
- I would multiple times period
- Parking

Other matter experts (OMEs):

- locally sourced food/vegetables, local baked goods
- locally sourced
- food options, (illegible)
- Community events
- High quality items
- oh yes I would go often! Living out of town its hard to get to the farmers markets. Its nice to shop locally and I do as much as possible. Knowing where your food comes from is so important
- variety + quality of produce, combine with other events (music, speakers, etc.)
- Knowledge of vendors currently @ market, education on how to use/prepare "in-season" items
- create one - regular basis (1-2 times wk)
- having it

- entertainment

...At least monthly or more often, as a regular part of your routine?

Non-experts:

- if the quality matches prices and there are "zero-waste" options available by vendors - meaning minimal/no packaging as possible. Good variety of products that are local
- Availability of items I can't get anywhere else
- if it had competitive prices I would visit it regularly
- knowledge on new produce - good price + quality
- location and hours. I really love the Old Cheney market because of the afternoon hours
- fruits + vegetables weekly in season + brought in
- I have the 'habit' to shop farmers mkt on a weekly basis
- I would visit the market on a weekly basis
- quality goods, location, I work a block away!
- times fit w/ work/class schedule, prices affordable, produce available year-round (seasonal of course)
- parking/access, itmes available not readily accessible other places
- variety, affordable prices, plenty of space (not crowded) convenient houses of operation
- variety yet consistency of vendors, products 2. Ease of entertainment, eateries, lunch, conditioned space, convenient parking
- reliability! If I can depend on certain vendors/foods, I'll be there every week
- even pricing with grocery stores and good quality
- competitive pricing, ease of accessibility
- ability to sit and eat a meal (brunch/dinner/lunch?)
- location and products available, homes of operation
- restaurants - liquor liaves
- I work downtown. Probably could visit a couple times a week
- if food was reasonably priced and there is a good variety
- the only place I could get something I loved, the people community belonging
- local dairy products
- same
- affordable, items I use often, interesting
- fishmonger
- see above
- same - and availability of produce
- predictable food categories that are going to be available (on schedule)
- affordable prices comparable to other grocers + or restaurants, diversity of offerings, take out food - prepared food
- consistency
- I live near downtown and frequent on a weekly basis, like to support local efforts

Subject matter experts (SMEs):

- I live down the street. Open early would be a plus 7 am
- just growing it would drive me towards it
- yes
- Regular grocery shopping & specialty items
- I live nearby so w/ local produce - I'd (illegible) weekly
- community events on my normal route, food options not available at open harvest
- same as above
- good prices, good selection
- quality products
- parking, food prices

Other matter experts (OMEs):

- local vegetables, affordability
- low prices
- parking, prices
- if it is a community hub and not just a market. (ie. Events, childcare, job center, business incubator etc. incubator kitchens for local residents that want to start their business, if the market is also a transportation hub. If we have bus stops, good parking, etc.
- easy access, proximity
- If the space has a space for coffee and to gather w/ friends
- also depends on what type of vendors are there
- proximity to work, offerings, ease of access, affordable options, mix of groceries + ready to eat
- eateries, in door/conditioned space with out door (illegible) competitive prices

A **Local Food Market** sells food that has been grown in the nearby area. A **Public Market** is a “year-round, carefully crafted, intentional and diverse medley of owner-operated shops, stalls and/or 'day tables.' Public Markets exist to fulfill a public purpose, showcase a community's unique character and culture while serving its everyday shopping needs.” (From: publicmarketdevelopment.com/what-is-a-public-market-2/)

6.3.5 Closed-ended agreement with positive and negative beliefs

6. **PRE-POST:** Below are some statements about a “local food market/public market” (see descriptions above). Please indicate your level of agreement with each statement, using the following scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither, 4 = Agree, 5 = Strongly Agree

A local food market/public market...	ALL PRE-POST									
	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
...is an unnecessary luxury.	1.58	.69	1.51	.67	.63	-.08	.58	-.94	52	0.351
...would be bad for other area food businesses.	2.06	.89	2.08	.94	.64	.02	.77	.18	52	0.859
...would address Lincoln’s food desert problems.	3.96	.92	3.83	.93	.86	-.13+	.49	-1.77	47	0.083
...would revitalize Lincoln’s downtown area.	4.08	.97	3.92	.90	.84	-.15*	.54	-2.06	51	0.044
...would be bad for area farmers and their operations.	1.48	.78	1.54	.67	.73	.06	.54	.77	51	0.444
...would be bad for consumers.	1.21	.41	1.30	.46	.68	.09+	.35	1.94	52	0.058
...would be good for tourism in Lincoln.	4.30	.72	4.25	.92	.70	-.06	.66	-.62	52	0.537
...would enhance Lincoln’s economic development.	4.38	.63	4.42	.75	.65	.04	.59	.47	52	0.642
I wish Lincoln had such a market available year-round.	4.48	.69	4.57	.57	.77	.09	.45	1.53	53	0.133

Notes. Response scale for computing means was as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither, 4 = Agree, 5 = Strongly Agree.

A local food market/public market...	NON-EXPERTS PRE-POST									
	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
...is an unnecessary luxury.	1.60	.72	1.50	.68	.56	-.10	.66	-.83	29	.42
...would be bad for other area food businesses.	2.07	.87	2.00	.91	.57	-.07	.83	-.44	29	.66
...would address Lincoln’s food desert problems.	3.96	1.06	3.89	1.01	.93	-.07	.39	-1.00	26	.33
...would revitalize Lincoln’s downtown area.	3.93	1.08	3.87	.97	.88	-.07	.52	-.70	29	.49
...would be bad for area farmers and their	1.57	.90	1.57	.68	.76	.00	.59	.00	29	1.00

operations.										
...would be bad for consumers.	1.20	.41	1.30	.47	.58	.10	.40	1.36	29	.18
...would be good for tourism in Lincoln.	4.23	.77	4.37	.81	.85	.13	.43	1.68	29	.10
...would enhance Lincoln's economic development.	4.30	.70	4.33	.84	.64	.03	.67	.27	29	.79
I wish Lincoln had such a market available year-round.	4.50	.68	4.63	.56	.77	.13	.43	1.68	29	.10

Notes. Response scale for computing means was as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither, 4 = Agree, 5 = Strongly Agree.

SUBJECT MATTER EXPERTS (SMEs) PRE-POST										
A local food market/public market...	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
...is an unnecessary luxury.	1.38	.51	1.31	.48	.84	-.08	.28	-1.00	12	0.337
...would be bad for other area food businesses.	2.23	.93	2.15	.80	.73	-.08	.64	-.43	12	0.673
...would address Lincoln's food desert problems.	4.00	.85	3.83	.94	.68	-.17	.72	-.80	11	0.438
...would revitalize Lincoln's downtown area.	4.38	.65	4.08	.64	.52	-.31	.63	-1.76	12	0.104
...would be bad for area farmers and their operations.	1.31	.63	1.38	.65	.91	.08	.28	1.00	12	0.337
...would be bad for consumers.	1.08	.28	1.15	.38	.68	.08	.28	1.00	12	0.337
...would be good for tourism in Lincoln.	4.62	.51	4.15	1.14	.69	-.46	.88	-1.90	12	0.082
...would enhance Lincoln's economic development.	4.69	.48	4.69	.48	.64	.00	.41	.00	12	1.000
I wish Lincoln had such a market available year-round.	4.54	.66	4.62	.51	.92	.08	.28	1.00	12	0.337

Notes. Response scale for computing means was as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither, 4 = Agree, 5 = Strongly Agree.

OTHER MATTER EXPERTS (OMEs) PRE-POST										
A local food market/public market...	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p

...is an unnecessary luxury.	1.80	.79	1.80	.79	.64	.00	.67	.00	9	1.000
...would be bad for other area food businesses.	1.80	.92	2.20	1.23	.83	.40	.70	1.81	9	0.104
...would address Lincoln's food desert problems.	3.89	.60	3.67	.71	.78	-.22	.44	-1.51	8	0.169
...would revitalize Lincoln's downtown area.	4.11	.93	3.89	1.05	.91	-.22	.44	-1.51	8	0.169
...would be bad for area farmers and their operations.	1.44	.53	1.67	.71	.45	.22	.67	1.00	8	0.347
...would be bad for consumers.	1.40	.52	1.50	.53	.82	.10	.32	1.00	9	0.343
...would be good for tourism in Lincoln.	4.10	.74	4.00	.94	.64	-.10	.74	-.43	9	0.678
...would enhance Lincoln's economic development.	4.20	.42	4.30	.67	.55	.10	.57	.56	9	0.591
I wish Lincoln had such a market available year-round.	4.36	.81	4.36	.67	.65	.00	.63	.00	10	1.000

Notes. Response scale for computing means was as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither, 4 = Agree, 5 = Strongly Agree.

6.3.6 Closed-ended likelihood of engaging with the market

7. Please rate the likelihood that you would do each of the following if Lincoln had a year-round “local food market/public market” available downtown year-round.

Responses were coded as follows:

1	2	3	4	5	6
Extremely Unlikely	Very Unlikely	Somewhat Unlikely	Somewhat Likely	Very Likely	Extremely Likely

	ALL PRE-POST (paired)									
	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
Visit at least 1-2 times per year	5.66	.52	5.60	.83	.53	-.06	.71	-.60	49	0.554
Visit at least monthly	5.22	.81	5.14	1.04	.49	-.08	.96	-.59	50	0.561
Visit weekly or more often	4.17	1.44	4.13	1.47	.78	-.04	.96	-.29	52	0.776
Buy foods for special occasions	5.12	.88	5.10	1.03	.59	-.02	.87	-.16	51	0.875
Shop at the market as a regular part of my week/monthly routine	4.47	1.37	4.43	1.53	.79	-.04	.96	-.29	52	0.776
Eat at a public market restaurant	5.26	.71	5.23	1.05	.30	-.04	1.07	-.26	52	0.799

Notes. Response scale for computing means was as follows: 1 = Extremely Unlikely, 2 = Very Unlikely, 3 = Somewhat Unlikely, 4 = Somewhat Likely, 5 = Very Likely, 6 = Extremely Likely.

	NON-EXPERTS PRE-POST (paired)									
	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
Visit at least 1-2 times per year	5.71	.53	5.75	.52	.53	.04	.51	.37	27	0.713
Visit at least monthly	5.11	.88	5.32	.82	.83	.21	.50	2.27	27	0.031
Visit weekly or more often	4.17	1.51	4.43	1.45	.91	.27	.64	2.28	29	0.030
Buy foods for special occasions	5.03	.96	5.20	.89	.80	.17	.59	1.54	29	0.134
Shop at the market as a regular part of my week/monthly routine	4.53	1.36	4.70	1.49	.90	.17	.65	1.41	29	0.169
Eat at a public market restaurant	5.23	.73	5.23	1.04	.38	.00	1.02	.00	29	1.000

Notes. Response scale for computing means was as follows: 1 = Extremely Unlikely, 2 = Very Unlikely, 3 = Somewhat Unlikely, 4 = Somewhat Likely, 5 = Very Likely, 6 = Extremely Likely.

	SMES PRE-POST (paired)									
	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
Visit at least 1-2 times per year	5.75	0.45	5.42	1.44	0.73	-0.33	1.15	-1.00	11	0.339
Visit at least monthly	5.50	0.80	5.00	1.54	0.37	-0.50	1.45	-1.20	11	0.256

Visit weekly or more often	4.69	1.18	4.00	1.41	0.40	-0.69	1.44	-1.74	12	0.108
Buy foods for special occasions	5.42	0.79	5.08	1.51	0.27	-0.33	1.50	-0.77	11	0.457
Shop at the market as a regular part of my week/monthly routine	4.69	1.32	4.23	1.54	0.37	-0.46	1.61	-1.03	12	0.323
Eat at a public market restaurant	5.23	0.83	5.15	1.41	0.11	-0.08	1.55	-0.18	12	0.861

Notes. Response scale for computing means was as follows: 1 = Extremely Unlikely, 2 = Very Unlikely, 3 = Somewhat Unlikely, 4 = Somewhat Likely, 5 = Very Likely, 6 = Extremely Likely.

	OMEs PRE-POST (paired)									
	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
Visit at least 1-2 times per year	5.40	0.52	5.40	0.52	0.58	0.00	0.47	0.00	9	1.000
Visit at least monthly	5.18	0.60	4.82	0.87	0.07	-0.36	1.03	-1.17	10	0.267
Visit weekly or more often	3.50	1.35	3.40	1.43	0.92	-0.10	0.57	-0.56	9	0.591
Buy foods for special occasions	5.00	0.67	4.80	0.79	0.85	-0.20	0.42	-1.50	9	0.168
Shop at the market as a regular part of my week/monthly routine	4.00	1.49	3.90	1.60	0.98	-0.10	0.32	-1.00	9	0.343
Eat at a public market restaurant	5.40	0.52	5.30	0.48	0.80	-0.10	0.32	-1.00	9	0.343

Notes. Response scale for computing means was as follows: 1 = Extremely Unlikely, 2 = Very Unlikely, 3 = Somewhat Unlikely, 4 = Somewhat Likely, 5 = Very Likely, 6 = Extremely Likely.

6.3.7 Closed-ended ratings of factors that might increase patronage

8. Please rate the extent to which the following features would increase the likelihood that you would visit a year-round public market, at least 1-2 times per year, or at least monthly or more often, as a regular part of your routine.

Use the following scale to make your ratings:

0 = would NOT increase the likelihood,

1 = would increase the likelihood somewhat,

2 = would increase the likelihood a lot

	ALL PRE-POST (paired)									
	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
1-2 Times per Year										
Ethnic restaurants in the market space	1.68	.52	1.82	.39	.63	.14	.41	2.21	43	0.032
Entertainment and events taking place in the market place	1.53	.59	1.63	.58	.73	.09	.43	1.43	42	0.160
Food that was produced locally (e.g., in Nebraska)	1.73	.50	1.78	.47	.59	.05	.44	.70	40	0.486
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	.74	.79	.67	.78	.83	-.07	.46	-1.00	42	0.323
Opportunity to also buy non-locally produced foods	.79	.75	1.12	.63	.67	.33	.57	3.79	41	0.000
Crafts and handmade goods	1.22	.52	1.22	.60	.72	.00	.43	.00	22	1.000
Easily available and nearby parking	1.48	.67	1.52	.63	.49	.05	.66	.47	41	0.643
Cultural festivals and activities in the market place	1.52	.59	1.69	.52	.62	.17	.49	2.21	41	0.033
An appealing atmosphere	1.64	.48	1.67	.48	.42	.02	.52	.30	41	0.767
At Least Monthly										
Ethnic restaurants in the market space	1.66	.53	1.61	.58	.70	-.05	.43	-.70	43	0.486
Entertainment and events taking place in the market place	1.35	.69	1.33	.68	.87	-.02	.34	-.44	42	0.660
Food that was produced locally (e.g., in Nebraska)	1.80	.41	1.75	.49	.67	-.05	.37	-.81	43	0.420
Opportunity to buy daily	.69	.80	.59	.79	.76	-.10	.55	-1.16	38	0.253

living non-food products (e.g., toothpaste, cleaning supplies, etc.)										
Opportunity to also buy non-locally produced foods	.76	.70	1.10	.74	.49	.34	.73	3.00	40	0.005
Crafts and handmade goods	.96	.75	1.00	.72	.64	.04	.62	.33	23	0.747
Easily available and nearby parking	1.51	.63	1.49	.70	.66	-.02	.56	-.27	42	0.785
Cultural festivals and activities in the market place	1.41	.67	1.41	.71	.68	.00	.55	.00	40	1.000
An appealing atmosphere	1.61	.49	1.74	.44	.54	.13	.45	1.95	45	0.057

Notes. Response scale for computing means was as follows: 0 = would NOT increase, 1 = would increase somewhat, 2 = would increase a lot.

NON-EXPERTS PRE-POST (paired)										
	Pre		Post		r	Change				
	M	SD	M	SD		M	SD	t	df	p
1-2 Times per Year										
Ethnic restaurants in the market space	1.68	.48	1.86	.35	.58	.18	.39	2.16	21	0.042
Entertainment and events taking place in the market place	1.48	.60	1.62	.59	.68	.14	.48	1.37	20	0.186
Food that was produced locally (e.g., in Nebraska)	1.60	.60	1.70	.57	.55	.10	.55	.81	19	0.428
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	.57	.75	.62	.74	.87	.05	.38	.57	20	0.576
Opportunity to also buy non-locally produced foods	.76	.70	1.10	.54	.46	.33	.66	2.32	20	0.031
Crafts and handmade goods	1.00	.50	.89	.60	.83	-.11	.33	-1.00	8	0.347
Easily available and nearby parking	1.43	.75	1.43	.75	.64	.00	.63	.00	20	1.000
Cultural festivals and activities in the market place	1.33	.66	1.57	.60	.51	.24	.62	1.75	20	0.096
An appealing atmosphere	1.67	.48	1.57	.51	.41	-.10	.54	-.81	20	0.428
At Least Monthly										
Ethnic restaurants in the market space	1.71	.46	1.71	.46	.60	.00	.42	.00	23	1.000
Entertainment and events	1.30	.63	1.26	.62	.83	-.04	.37	-.57	22	0.575

taking place in the market place											
Food that was produced locally (e.g., in Nebraska)	1.78	.42	1.78	.52	.61	.00	.43	.00	22	1.000	
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	.65	.81	.50	.76	.89	-.15	.37	-1.83	19	0.083	
Opportunity to also buy non-locally produced foods	.86	.64	1.18	.66	.29	.32	.78	1.91	21	0.069	
Crafts and handmade goods	.90	.88	1.10	.74	.71	.20	.63	1.00	9	0.343	
Easily available and nearby parking	1.41	.67	1.41	.73	.62	.00	.62	.00	21	1.000	
Cultural festivals and activities in the market place	1.36	.66	1.36	.66	.56	.00	.62	.00	21	1.000	
An appealing atmosphere	1.64	.49	1.72	.46	.46	.08	.49	.81	24	0.425	

Notes. Response scale for computing means was as follows: 0 = would NOT increase, 1 = would increase somewhat, 2 = would increase a lot.

SMEs PRE-POST (paired)										
	<u>Pre</u>		<u>Post</u>		<u>r</u>	<u>Change</u>				
	<u>M</u>	<u>SD</u>	<u>M</u>	<u>SD</u>		<u>M</u>	<u>SD</u>	<u>t</u>	<u>df</u>	<u>p</u>
1-2 Times per Year										
Ethnic restaurants in the market space	1.67	0.49	1.67	0.49	0.63	0.00	0.43	0.00	11	1.000
Entertainment and events taking place in the market place	1.42	0.67	1.42	0.67	0.80	0.00	0.43	0.00	11	1.000
Food that was produced locally (e.g., in Nebraska)	1.91 ^a	0.30	1.91 ^a	0.30						
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	0.83	0.83	0.67	0.89	0.78	-0.17	0.58	-1.00	11	0.339
Opportunity to also buy non-locally produced foods	0.64	0.81	0.91	0.70	0.82	0.27	0.47	1.94	10	0.082
Crafts and handmade goods	1.25	0.46	1.50	0.53	0.58	0.25	0.46	1.53	7	0.170
Easily available and nearby parking	1.55	0.69	1.64	0.50	0.05	0.09	0.83	0.36	10	0.724
Cultural festivals and activities in the market place	1.55	0.52	1.64	0.50	0.83	0.09	0.30	1.00	10	0.341
An appealing atmosphere	1.64	0.50	1.64	0.50	0.61	0.00	0.45	0.00	10	1.000

At Least Monthly										
Ethnic restaurants in the market space	1.55	0.52	1.45	0.69	0.63	-0.09	0.54	-0.56	10	0.588
Entertainment and events taking place in the market place	1.09	0.83	1.09	0.83	0.86	0.00	0.45	0.00	10	1.000
Food that was produced locally (e.g., in Nebraska)	1.83	0.39	1.75	0.45	0.77	-0.08	0.29	-1.00	11	0.339
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	0.60	0.84	0.80	0.92	0.60	0.20	0.79	0.80	9	0.443
Opportunity to also buy non-locally produced foods	0.50	0.71	0.80	0.79	0.40	0.30	0.82	1.15	9	0.279
Crafts and handmade goods	0.88	0.83	0.63	0.74	0.60	-0.25	0.71	-1.00	7	0.351
Easily available and nearby parking	1.67	0.65	1.50	0.80	0.70	-0.17	0.58	-1.00	11	0.339
Cultural festivals and activities in the market place	1.30	0.82	1.40	0.84	0.77	0.10	0.57	0.56	9	0.591
An appealing atmosphere	1.67	0.49	1.75	0.45	0.82	0.08	0.29	1.00	11	0.339

Notes. Response scale for computing means was as follows: 0 = would NOT increase, 1 = would increase somewhat, 2 = would increase a lot. ^aStandard error of the difference is zero making it not possible to compute certain statistics which are left blank.

OMEs PRE-POST (paired)										
	<u>Pre</u>		<u>Post</u>		<u>r</u>	<u>Change</u>				
	<u>M</u>	<u>SD</u>	<u>M</u>	<u>SD</u>		<u>M</u>	<u>SD</u>	<u>t</u>	<u>df</u>	<u>p</u>
1-2 Times per Year										
Ethnic restaurants in the market space	1.70	0.67	1.90	0.32	0.88	0.20	0.42	1.50	9	0.168
Entertainment and events taking place in the market place	1.80	0.42	1.90	0.32	0.67	0.10	0.32	1.00	9	0.343
Food that was produced locally (e.g., in Nebraska)	1.80	0.42	1.80	0.42	0.38	0.00	0.47	0.00	9	1.000
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	1.00	0.82	0.80	0.79	0.86	-0.20	0.42	-1.50	9	0.168
Opportunity to also buy non-locally produced foods	1.00	0.82	1.40	0.70	0.78	0.40	0.52	2.45	9	0.037
Crafts and handmade goods	1.50	0.55	1.33	0.52	0.71	-0.17	0.41	-1.00	5	0.363
Easily available and nearby parking	1.50	0.53	1.60	0.52	0.41	0.10	0.57	0.56	9	0.591
Cultural festivals and	1.90	0.32	2.00	0.00		0.10	0.32	1.00	9	0.343

activities in the market place											
An appealing atmosphere	1.60	0.52	1.90	0.32	0.41	0.30	0.48	1.96	9	0.081	
At Least Monthly											
Ethnic restaurants in the market space	1.67	0.71	1.56	0.73	0.89	-0.11	0.33	-1.00	8	0.347	
Entertainment and events taking place in the market place	1.78 ^a	0.44	1.78 ^a	0.44							
Food that was produced locally (e.g., in Nebraska)	1.78	0.44	1.67	0.50	0.76	-0.11	0.33	-1.00	8	0.347	
Opportunity to buy daily living non-food products (e.g., toothpaste, cleaning supplies, etc.)	0.89	0.78	0.56	0.73	0.78	-0.33	0.50	-2.00	8	0.081	
Opportunity to also buy non-locally produced foods	0.78	0.83	1.22	0.83	0.80	0.44	0.53	2.53	8	0.035	
Crafts and handmade goods	1.17	0.41	1.33	0.52	0.63	0.17	0.41	1.00	5	0.363	
Easily available and nearby parking	1.56	0.53	1.67	0.50	0.79	0.11	0.33	1.00	8	0.347	
Cultural festivals and activities in the market place	1.67	0.50	1.56	0.73	0.92	-0.11	0.33	-1.00	8	0.347	
An appealing atmosphere	1.44	0.53	1.78	0.44	0.48	0.33	0.50	2.00	8	0.081	

Notes. Response scale for computing means was as follows: 0 = would NOT increase, 1 = would increase somewhat, 2 = would increase a lot.

6.3.8 Participant characteristics: Participation in local food

9. How often do you shop at Lincoln's existing farmer markets when they are open? (e.g., the farmer's market in the Haymarket or on Old Cheney road)?

Never	1-2 times per season	3-4 times per season	5-10 times per season	More than 10 times per season
0	1	2	3	4

10. In the past year, did you participate in any of the following?

	No	Yes
A community garden (e.g., Community Crops)	0	1
A food cooperative (e.g., Open Harvest, Nebraska Food Cooperative)	0	1
Buying shares of produce from a local CSA (community supported agriculture)	0	1

	Non-Expert		SME		OME		All	
	M	SD	M	SD	M	SD	M	SD
How often...shop at Lincoln's existing farmer markets when open?	2.49	1.27	2.31	1.18	1.67	0.89	2.28	1.21
Participate in...community garden	0.20	0.41	0.25	0.45	0.00	0.00	0.17	0.38
Participate in...food cooperative	0.31	0.47	0.69	0.48	0.50	0.52	0.43	0.50
Participate in...local CSA	0.31	0.47	0.38	0.51	0.00	0.00	0.27	0.45
<i>Approximate n:</i>	35		13		12		59	

6.3.9 Mid-Survey: Comments? Reactions? Thoughts?

If you have additional input that you were not able to fit on the pre-survey, please write it here!

Also, as you listen to the brief background presentation, and then discuss topics in your small groups, and then listen to the thoughts shared by other groups, please feel free to write down comments, reactions, and questions for the meeting organizers on this page.

NOTE: If you have questions of the presenter or wish to be contacted by those organizing this discussion, please instead use the note cards at your table, which are provided for that purpose.

Non-experts:

- Young people increasingly want communities that are walkable, or don't require cars. That's nearly impossible to do in Lincoln now. Buying food seasonally is important
- This is a good idea. However, if it is run like a big business or with a lot of red tape it will not work. People need the opportunity to experiment w/ new ideas @ a market. Local community needs a place to shop, try foods and interact w/ others in the community
- Donna - for site selection or meeting with producers, Tony Brock could comment on Truck access to the public market. What helps/hinders Big semis or small trucks. Maryann Deno Brock 484-7753
- I like the idea of having music/entertain because it can help local musicians get exposure. Lincoln Personality, Enthusiastic
- Other public markets I have been to: NYC, KC, Barcelona, Berlin, Madrid. Should an already established brand be behind this? ->Love the locals. Should it be branded as well? Or just a downtown Lincoln branded place? -> pros and cons to both
- It would be wonderful to have a place to buy groceries @ lunch - or go shopping @ lunch. Outdoor sitting areas well landscaped

Subject matter experts (SMEs):

- Great initiative. Would love to be part of it in the near future
- Important product selection: full range local food, coffee, beer & wine, ready-to-eat food,

flowers. Location for Food Net distribution

- Lincoln has a lot of venues for entertainment for residents to visit. Where I by food (for me) doesn't need this. I do like Detroit's market where they rent the facility yr-round as a venue for weddings, receptions, etc. Such rental space is in demand in Lincoln and could be a \$ maker
- Is there a way to do an initial market before we jump into a big location. Pershing is way too big to get this started. A location with 10-20 vendors to start would be a way to build momentum and not be overwhelming
- concerns - supply, financial stability, competition, parking, financial model; opportunity - chef led events, nebraska branding. Recommendation - In-depth feasibility studies
- Glad to see the initiative underway

Other matter experts (OMEs):

- Should be no subsidy by Government as this would create competition for grocery stores and local restaurants
- cost of a building downtown vs profit, too many "crafts/goods" and not enough food options
- concerns w/ capacity in production + competition w/ other existing farmer's markets, idea of chefs providing live demos enticing to me, competition concerns w/ existing grocer, restaurants, shops, etc.

6.3.10 Additional Post-Survey Questions

Thank you for your willingness to participate in today's community conversation! Please complete the following questions AFTER today's presentation and discussion activities. The reason many questions are the same as on the pre-survey are to see if any of your opinions changed. **When you are finished, please leave this packet with your small group facilitator.**

4. Did any of your opinions about the above questions change due to the activities (presentation or discussions) today?

	No, not really 0	Yes, but only slightly 1	Yes, somewhat 2	Yes, quite a bit 3				
	<u>Non-Expert</u>		<u>SME</u>		<u>OME</u>		<u>All</u>	
	M	SD	M	SD	M	SD	M	SD
Opinions change?	0.91	0.86	0.54	0.66	0.91	0.70	0.82	0.79
	<i>n:</i> 32		13		11		56	

5. Please describe why your opinions changed, below. You may also write down any final comments or suggestions that you feel are important for meeting organizers or Lincoln leaders to know.

Non-experts:

- Please make sure to post information about the market online. One of the bigger issues with the local markets that exist currently is that current information on vendors and dates is hard to find. My concern is about having too much trash produced as a by-product of the market and that isn't good for the environment or sustainability of the project
- The possibility of having access to seasonable produce would be great
- I think I would like more info as it goes on to then decide if it would change my or my clients' shopping habits. There were a ton of great ideas/concerns during the discussion but it didn't change my perspective much because it's still in the early phases when "anything is possible"
- It was good to hear others' opinions that brought about some thoughts I had not yet considered
- Red tape + people see the issues and worry about fair instead of letting market work itself out
- I am in favor of this year round market
- My opinion hasn't changed
- Sustainability
- Great discussion. Now I feel like we need a market no matter where it is located. Whether its Pershing or somewhere else. Parking is essential.
- This would address both local concerns over food accessibility, etc. and the national trend towards focusing on local buying. I think it is very important to emphasize that not only does this need to cover culturally diverse sources and cultural input, but it also needs to support established growers/farmers - blend them and build bridges to build a healthy relationship! so that it becomes a "Nebraska thing" :)
- The idea for education/food classes was the best thing I heard today. Examine the legal issues related to space use, i.e., liquor licensing. What went sideways at the Public Market in the Railyard?
- there are many community/lifestyle aspects that I hadn't thought of before
- I wasn't entirely sure what was meant by "public market" I think having something like this would be a good thing
- My opinion changed because of new ideas presented and due to other perspectives
- Markets have a broader function than just local food/produce. Makes me even more supportive
- I didn't realize people would have issues with it – i.e., Public funding
- I understand concerns about parking/traffic now, though I feel like that won't be an issue for many students. I think it's important to make the market very Lincoln. Bring in local artists to decorate it, give it a lot of personality, make it a fun "worth it" atmosphere to be beyond the products. Pair up with UNL! huge marketing opportunity. Young people care way more about where their food comes from now a days. I'm a broke college kid and still buy cage free eggs! make it worth it and people will pay more!!:) PS. please have a gelato shop
- Its not competition - its supporting what already exists. Mixed use space - yes. Talk to Love the Locals to get their input! Talk to Engler Entrepreneurship program w/ UNL. They have Ag students that will want to be involved
- anchor of a affordable grocery store. Commercial kitchen for cooking classes, start-ups! Local produce, fruits, dairy, baked goods, art

- Love, Love, Love the idea of using the Pershing. Multiuse - housing, shops, classes. Anchor corner market/grocery store. Work on branding to create a unique identity
- points were raised about economic development which I had not considered
- I mostly had my prior views confirmed. Was a little taken back by one person's negative term "gentrification." The Near South Neighborhood could use some additional investment. A public market would bring some of that investment
- I thought the young people at the table were full of wonderful ideas - more so than anything I could contribute - they are the future anyway :)
- so many good ideas for additional opportunities for producers

Subject matter experts (SMEs):

- I didn't see crafts + ethnic/cultural activities as necessary - Now I do - to an extent
- I think more research needs to be done to address issues - but this is just a part of good business planning
- I learned a bit more, which actually reinforced my outlook
- The discussion brought up more concerns about affordability for both vendors + consumers that I hadn't considered as much before
- I came away from the discussion feeling it is critically important to do financial analysis or create a business plan for the market. Many of the concerns could be addressed by working out financial projections
- Made me a little excited to think of the possibilities
- They didn't, sort of confirmed my beliefs

Other matter experts (OMEs):

- Some of the points that people made were new to me
- New ideas for the space are exciting, especially the idea of having an anchor store with basics. I also like the idea of marketing with diverse restaurants and businesses.
- I think the two things that will ensure neighborhood sustainability is a core function & multiple engagements in the building. I also feel the lofts would be vital to ensure wide-variety of demographics
- I think having a public market is a great idea - I would absolutely support it
- seems less viable than I thought after hearing comments
- just on the overall economics and diversity of products sold @ the market
- more concern/awareness about farmer capacity, impacts on other Farmer's Markets + grocers, restaurants
- thoughts from diverse group!
- Location is critical to success
- No further comments. Thank you for the opportunity!
- Thinking about the issues/topics more in depth

