



# INTERVENTION EVALUATION FORM



Please submit completed evaluation form to – [sheila@5healthytowns.org](mailto:sheila@5healthytowns.org)  
cc – [matt@5healthytowns.org](mailto:matt@5healthytowns.org)

<b>NAME OF THE INTERVENTION</b>	Dexter Winter Marketplace
<b>Current Wellness Plan Year for which this intervention is included</b>	Click here to select year 2015-16
<b>5H element to Impact</b> (check all that apply) more	<input checked="" type="checkbox"/> Eat better <input type="checkbox"/> Move <input checked="" type="checkbox"/> Connect with others <input type="checkbox"/> Avoid unhealthy substances
<b>Intervention Contact (s)</b>	Anne Young
<b>Contact(s) phone and email</b>	734-834-3229 dexterwintermarketplace@gmail.com
<b>Name of Fiscal Agent (include contact phone and email)</b>	Jim Carson jcarson@aiserv.net 734-502-4257
<b>Date Funding Received</b>	April 2016
<b>Intervention Start Date</b>	November 7th, 2015
<b>Intervention End Date</b>	April 2nd, 2016
<b>Total Amount granted from 5HF</b>	\$6,500.00
<b>* If the full amount of the grant was not necessary to provide the approved services, a check from the fiscal agent must be enclosed for any unused funds over \$100 – Please make check payable to 5 Healthy Towns Foundation **Include a Final Expense Report</b>	0

1. INTERVENTION INFORMATION	DESCRIPTIONS
<u>Please provide the following information for this intervention:</u> <ol style="list-style-type: none"> <li>Primary goal</li> <li>Brief description</li> <li>Target population</li> </ol>	<ol style="list-style-type: none"> <li>To encourage patrons who visit the market to Eat Better and to Connect with others in the community and surrounding area at the market.</li> <li>The Winter Marketplace provides an outlet for individuals in and around the Dexter Community to purchase fresh produce, proteins, baked goods, and other items. The Marketplace also provides a gathering space where community members come together to listen to music, learn at a cooking</li> </ol>



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	<p>class, or just enjoy fellowship</p> <p>3. Click here to enter target population <b>Age 20-80</b></p>
<p><b><u>If this was a continuing intervention:</u></b></p> <ul style="list-style-type: none"> <li>How many years has this intervention been funded by the coalition?</li> </ul>	<p><input type="checkbox"/> Plan 1 - Enter amount funded. <input checked="" type="checkbox"/> Plan 2 - \$3,000</p> <p><input type="checkbox"/> Plan 3 - Enter amount funded <input checked="" type="checkbox"/> Plan 4 - \$6,500</p>
<ul style="list-style-type: none"> <li>Has the intervention made any improvements from past year(s)? <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Yes</li> <li><input type="checkbox"/> No</li> <li>* Please explain.</li> </ul> </li> <li>If the amount requested for this intervention has changed from the previous plan, *please explain why</li> </ul>	<p><b>Yes- We have added a SNAP program to the market and have added a salary for the market manager. Because of internet advertising, our customers totaled 171 at our first market and 197 at our second market, a huge increase from previous years.</b></p> <p>The increase in funding from Year 2 to Year 4 is due to the inclusion of the market manager’s salary in the budget. This was something that was not part of the budget in Year 2.</p>
<p><b>2. KEY EVALUATION DATA</b></p>	<p><b>DESCRIPTIONS</b></p>
<p><b><u>Please record and include the key evaluation data collected for this intervention.</u></b></p> <ul style="list-style-type: none"> <li><b><u>Units of engagement</u></b> <ol style="list-style-type: none"> <li>Number of participants</li> <li>Time each participant worked on or spent at event (T - in hours)</li> </ol> </li> <li>Number of classes/events held (N) *P x T x N = units of engagement</li> <li><b><u>Other measures may include but are not limited to:</u></b> <ol style="list-style-type: none"> <li>miles of trail maintained, number of people that use the trail per day/weekend (for infrastructure interventions)</li> <li>number of books/maps distributed</li> <li>Number of surveys collected</li> </ol> </li> </ul>	<p><b><u>Units-35</u></b></p> <ol style="list-style-type: none"> <li>917 customers (average 76 per market)</li> <li>Estimate that each participant spent 30 minutes at the market</li> <li>12 events</li> </ol> <p><b>TOTAL: 465 Units of Engagement</b></p> <p><b><u>Other measures</u></b></p> <p><b>Surveys of patrons who visited the market: 15 collected. Feedback from surveys listed below</b></p>



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	<p>Customer counts: 917</p> <p>Vendors: total of 35 vendors, averaging 12 per market</p> <p>Market days: 12</p> <p>We are planning to record data on gross sales during the 2016-2017 marketplace season</p>
<p><b>*Please Include the key evaluation data collected for this intervention:</b></p> <ul style="list-style-type: none"> <li>• Survey templates &amp; combined results –</li> <li>• Program evaluations and reports from coordinators, volunteers, instructors, teachers, facilitators, etc.</li> <li>• Testimonials</li> </ul>	<p>Visitors loved the market but asked for more vendors, especially produce vendors. They are hard to obtain in the winter.</p> <p>Vendors want a busier market so we are advertising on the internet this year (2016-17). We have seen a big increase as a result.</p>
<p><b>3. GOALS &amp; ACCOMPLISHMENTS</b></p>	<p><b>DESCRIPTIONS</b></p>
<p><b>For each goal provide the following information:</b></p> <ol style="list-style-type: none"> <li>1. <i>Did the intervention meet the specific goals listed on the intervention table?</i></li> <li>2. <i>State what you tried to accomplish</i></li> <li>3. <i>How did you measure progress toward the goal?.</i></li> <li>4. <i>Was the goal attainable</i></li> <li>5. <i>Describe how the goal was relevant to the coalition and community wellness related needs</i></li> </ol>	



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<p>1. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <span style="float: right;"><u>GOAL 1</u></span></p> <p>2. <b>Maintain an average of 120 visitors per market session</b></p> <p>3. The market manager counted the number of patrons at each market</p> <p>4. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <b>We averaged around 76 customers per market, but we saw a steady increase in the number of participants at each market session with 192 last week</b></p> <p>5. <b>Increasing the number of residents who are Eating Better and Connecting with Others</b></p>	<p>1. <input type="checkbox"/> Yes <input type="checkbox"/> No <span style="float: right;"><u>GOAL 3</u></span></p> <p>2. <b>Click here to respond to question</b></p> <p>3. <b>Click here to respond to question</b></p> <p>4. <input type="checkbox"/> Yes <input type="checkbox"/> No <b>Please explain</b></p> <p>5. <b>Click here to respond to question</b></p>
<p>1. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <span style="float: right;"><u>GOAL 2</u></span></p> <p>2. <b>Position the marketplace to expand to every weekend starting fall 2016 by maintaining vendor level of 18 per session and determining demand through surveys</b></p> <p>3. <b>Market managers will issue surveys and maintaining vendor levels</b></p> <p>4. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>We have not expanded our market to every weekend due to feedback from our vendors who would prefer to keep the market to every other week</b></p> <p>5. <b>By increasing the number of market days we were hoping to increase the availability of our products to market patrons and provide more opportunities for patrons to connect with others</b></p>	<p>1. <input type="checkbox"/> Yes <input type="checkbox"/> No <span style="float: right;"><u>GOAL 4</u></span></p> <p>2. <b>Click here to enter text.</b></p> <p>3. <b>Click here to enter text.</b></p> <p>4. <input type="checkbox"/> Yes <input type="checkbox"/> No <b>Please explain</b></p> <p>5. <b>Click here to enter text.</b></p>
<p><b>Overall were there any major accomplishments?</b> <i>*Note – accomplishment is the successful achievement of tasks and goals</i></p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/></p> <p><b>More people participate each year. The number of attendees throughout the year kept growing with 192 patrons in the final week. We attribute much of this success to our online advertising. We also advertise in the Sun Times and Community Observer. Also, we spent much of 2015-2016 putting everything in place for our SNAP program, which is now up and running. The first day of SNAP at the Marketplace was November 12<sup>th</sup>, 2016.</b></p>
<p>4. <b>SETBACKS</b></p>	<p><b>DESCRIPTIONS</b></p>



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<u>Were there any setbacks encountered during implementation of this intervention?</u>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<ol style="list-style-type: none"> <li>Describe setbacks</li> <li>How were they addressed?</li> <li>How will you improve or avoid these issues in the future?</li> </ol>	<ol style="list-style-type: none"> <li>No produce vendors last year</li> <li>I visited 9 markets to try to recruit this year.</li> <li>Advertise more for produce vendors, visit more markets to try to procure more produce vendors, advertise for them on the internet.</li> </ol>
<b>5. COLLABORATIONS</b>	<b>DESCRIPTIONS</b>
<u>Did your intervention involve collaboration with any other organizations?</u> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  <ol style="list-style-type: none"> <li>Please comment on the value of the collaboration.</li> <li>Will the collaboration continue if the intervention continues?</li> <li>Are there additional collaborators you could work with in the future?</li> </ol>	Yes-It was held at the Dexter Senior Center.  <ol style="list-style-type: none"> <li>The facility was warm and inviting.</li> <li><input checked="" type="checkbox"/> Yes <input type="checkbox"/></li> <li><input checked="" type="checkbox"/> Yes <input type="checkbox"/> If we outgrow the facility, we may try one of the schools.</li> </ol>
<b>6. SUSTAINABILITY</b>	<b>DESCRIPTIONS</b>
<u>Does your intervention have a sustainability plan?</u> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  <u>What steps are being taken to ensure sustainability of the intervention beyond 5HF funding?</u>	<b>At this point, I have asked local businesses to fund our advertising. However I do not have a plan for a business paying me a salary for the hours I invest. (\$6,000 was earmarked for my salary).</b>
<b>7. FISCAL AGENT</b>	<b>DESCRIPTIONS</b>
<u>Provide the following:</u> <u>Feedback from the fiscal agent organization. (If different from your organization)</u>	The Senior Center is happy with our presence and would like us to continue.
<b>8. MEDIA AND MARKETING</b>	<b>DESCRIPTIONS</b>



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**Provide media documentation:**

- Acknowledgement of your grant from 5HF in any of your organizations publications such as printed programs, news releases, banners, flyers, annual reports, t-shirts, hats, signs, banners, social media, etc.
- Links to news articles or websites that covered the intervention

In our Sun Times ads, Community Observer ads, and on our website: dextermarket.com.

Dextermarket.com , Ann Arbor Observer, Community Observer, Sun Times

Photos have been sent to the Foundation

**\* PLEASE INCLUDE A FINAL EXPENSE REPORT (NOT BUDGET) THAT ITEMIZES HOW THE GRANT FUNDS WERE USED.**

**Grant was \$6,500.00, of which\$ 6,000 was earmarked for my salary. The other \$500.00 was used for the following:**

**Ann Arbor Observer ad was \$431.10**

**Sun Times ad was \$180.**