

Accepting Bridge Cards at Michigan Farmers Markets

Outreach Webinar Evaluation Results

Total Attendees: 35

Total Survey Responses: 20 (57%)

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1. Overall, I am satisfied with the webinar.	10%	0%	0%	50%	40%
6. It was helpful to have farmers market managers share their experiences with outreach methods to Bridge Cards clients.	10%	0%	0%	40%	50%
6. This webinar was a valuable learning experience and worth the time I committed to attend.	10%	0%	5%	50%	35%
7. Because of this webinar, I have an idea for a new outreach technique I am going to use at my farmers market.	5%	0%	15%	40%	40%
8. I would recommend this webinar to another farmers market manager who is looking for outreach ideas to bring Bridge Card clients to their farmers market.	10%	0%	5%	40%	45%
9. I found the webinar software to be user friendly and would consider attending another webinar.	10%	0%	10%	30%	50%

10. What do you feel was the best part of the webinar?

- The diversity of presentations and speakers (4)
- Hearing from a number of different people in different areas that are serving diverse communities.
- The case studies of actual marketing approaches.
- The different presenters and their ideas and success.
- The diverse techniques shared will be helpful in my work with markets of all sizes. I appreciated that there were projects that markets can accomplish on their own as well as those options that require partner collaboration.
- Hearing from other market managers about what has worked and what has not worked. It was great to hear about the partnerships that are being formed.
- Nice variety of perspectives that included both anecdotal/qualitative info and quantitative info. Fine presentation. Thanks!
- Public health promotion aspect.
- The yard sign idea was new to me. Also the linking of market outreach to nutrition ed efforts was interesting to me.
- Good and needed info about health clinics and coupons, lawn signs, and double up food bucks.
- Learning about the Double Up Food Bucks program.
- Finding out how Michigan supports its Farmers' Markets.
- It is a very open forum for discussion.
- Being able to attend in my home, which is a great time saver.
- The organizers kept things moving and we stuck to our timeline.
- It was great to see the pictures of different advertising.

11. What do you feel could have been improved?

- Ok for topic
- I didn't like the software
- Would like to have heard more about evaluation methods and findings to get some better sense of best practices and ROI for any particular strategy.
- It would be nice to have a resources page with contact information for the speakers and links to sites and information.
- Additional info on how each market funded their matching program.
- Would have liked to have heard more about different Market's experiences in starting the program.
- All the info was wonderful, but it was difficult to clear an hour and a half of time.
- I am from Wisconsin and didn't realize the webinar times were EST as I am in CST. I missed the first hour. However, I will relisten when the recorded webinar is available.
- No recommendations for improvement. This was one of the most useful webinars I have participated in.
- It was well organized
- Everything was great
- Hardly anything! It was great!
- Nothing (2)

12. If MIFMA offered a follow-up training session for farmers market that accept Bridge Cards, what topics would you like to see covered?

- Grant writing and funding opportunities
- More on working with family services
- I guess the above: we know more now about the variety of outreach methods, how do they stack up against one another, what is the "stickiness" of the various strategies, etc.
- I would like to learn about various ways to overcome transportation challenges and ways to remove the stigma of using tokens.
- How to evaluate success of SNAP at an individual market level: What defines success and how can indicators be measured? What does a market need to budget for in order to include built-in evaluation measurements?
- This may have been discussed in the first hour that I missed, but I would like to learn more about how other markets fund their programs.
- How to provide a "free" EBT machine to each vendor. Where did the funding come from? Did vendors want to participate? Does each vendor have to be certified with FNS? Etc.,etc.
- More on Double Up Food Bucks and how to get grants for these programs.
- What are markets doing to plan for the sustainability of these matching programs? What will they do when the "money runs out"?
- How to start up program
- That would be more of a challenge, since that would probably involve lots of nuts and bolts, which are harder to manage in this format. Would need a lot of support materials.

13. Please add any additional comments that you feel would be helpful in organizing future events.

- Thanks for offering this, I appreciate it.
- The webinar was great. The timing was just right- there was a lot of information shared but the session never dragged.
- Excellent event—Go MIFMA! And Amanda! And Dru!!
- Good Job! (2)