

# Metrics Program Plan

Use this guide as a check list to track your progress

This is a self-directed resource.

Watch the videos and read the guide briefs linked in this plan.

## Think About Why You Are Collecting Data

Action Item	Details	Link
<input type="checkbox"/> Watch “Why Farmers Markets Collect Data”	This 9 minute video explains how data can help you run, promote and fund your market better	<a href="#">Why Farmers Markets Collect Data Video</a>

## Data Collection Worksheet

After watching the videos and reading the guides on the following pages, use this worksheet to plan your data collection activities.

[Link to Worksheet](#)

## Vendor Profile Data

If at all possible, do these steps **before** accepting vendors

Action Item	Details	Link
<input type="checkbox"/> Add the Vendor Profile Questions to your vendor application	<p>Include them as they are written — don’t edit the questions.</p> <p><i>If you’ve already published your application, send this survey to accepted vendors as soon as you’re able. It’s best to get these answers before your market starts.</i></p>	<a href="#">Vendor Survey</a>
<input type="checkbox"/> Let vendors know why you are asking the questions	It helps to explain why you are asking the questions more than once	<a href="#">Sample Letter</a>

<input type="checkbox"/> For additional help on this topic use the linked resources	Simply by asking the right questions of vendors regularly, any market can quantify a great many of the benefits that are gained	<a href="#">Vendor Survey Video</a> <a href="#">Vendor Surveys Explained</a>
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## Visitor Counts

Action Item	Details	Link
<input type="checkbox"/> Watch “Visitor Counts” Video	A 2 ½ minute overview of conducting visitor counts	<a href="#">Visitor Counts Video</a>
<input type="checkbox"/> Read about conducting visitor counts	A guide to planning your visitor count days	<a href="#">Visitor Count Guide</a>
<input type="checkbox"/> Use the Visitor Count Worksheet on counting day	Make sure you use FMC’s methods for full or sample visitor counts.	<a href="#">Visitor Count Worksheet</a>

## Beyond the Basics -- Selecting Metrics

We recommend markets begin by collecting visitor counts & vendor profile data.  
If you are ready to collect more than that, use the resources below.

Action Item	Details	Link
<input type="checkbox"/> Watch “Selecting Which Metrics to Collect Video”	A 6 minute overview of the process of selecting metrics	<a href="#">Selecting Which Metrics to Collect Video</a>
<input type="checkbox"/> Read Unit 2: Metrics Selection	This training unit reviews best practices for selecting metrics based on capacity and need.	<a href="#">Unit 2 Metrics Selection</a>
<input type="checkbox"/> Metrics Selection Worksheet	Think through your current and potential audiences, so that the data you collect is relevant to your goals	<a href="#">Metrics Selection Worksheet</a>

## Plan for Visitor Surveys

If you plan to do visitor surveys, use the resources below.

Action Item	Details	Link
<input type="checkbox"/> Watch Visitor Surveys Video	A 1 ½ minute overview of conducting visitor surveys	<a href="#">Visitor Surveys Video</a>
<input type="checkbox"/> Read about conducting visitor surveys	A guide to planning for visitor surveys	<a href="#">Visitor Survey Guide</a>
<input type="checkbox"/> Use the Visitor Survey Questions	Don't edit the text of the questions. You can choose not to ask all of the questions.	<a href="#">Visitor Survey Questions</a>

## Plan for Vendor Sales Collection

If you plan to collect vendor sales, use the resources below.

Action Item	Details	Link
<input type="checkbox"/> Watch Vendor Sales Video	A 3 minute overview of collecting vendor sales	<a href="#">Vendor Sales Video</a>
<input type="checkbox"/> Read about Collecting Vendor Sales	FMC explains how to use a vendor sales slip	<a href="#">Vendor Sales Guide</a>
<input type="checkbox"/> Read about Anonymous Vendor Sales	Some markets find that anonymous sales slips allow them to access sales data	<a href="#">Anonymous Vendor Sales Guide</a>
<input type="checkbox"/> Use the Vendor Sales Slip Template	A template for creating your own vendor sales slip	<a href="#">Vendor Sales Slip Template</a>

## Share Your Metrics

You've collected and entered your data, don't let it just sit on your desk, share it!

Action Item	Details	Link
<input type="checkbox"/> Watch "Sharing Metrics" Video	Tips and examples for sharing data on the impact of your market with others	<a href="#">Sharing Metrics Video</a>