



SEVEN GUIDING PRINCIPLES OF MARKET CITIES

PRINCIPLE 1. A MARKET CITY...

INCLUDES **A WIDE VARIETY OF TYPES OF MARKETS** IN A CITY
AS PART OF ONE MARKET SYSTEM.



PRINCIPLE 2. A MARKET CITY...

ORGANIZES A DIVERSE
COALITION OF PARTNERS
AND STAKEHOLDERS WHO
CAN COLLABORATE AND
TAKE ACTION TOGETHER TO
ACHIEVE COMMON POLICY
OBJECTIVES.

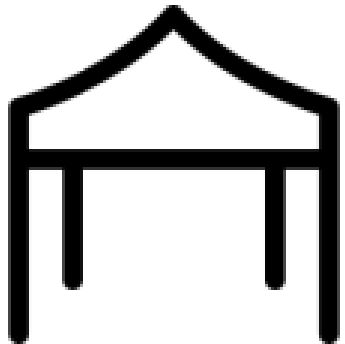


PRINCIPLE 3. A MARKET CITY...

MEASURES THE VALUE OF ITS MARKETS AND UNDERSTANDS HOW THEY FUNCTION.



Economic Impact



\$22,240,176
sales to vendors
Including over 130 farmers
and 100 small businesses

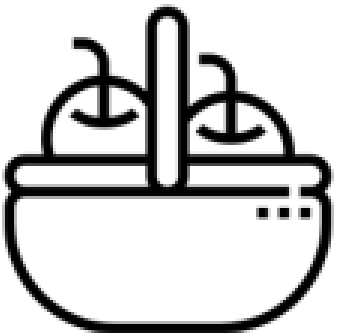


1,681,635 Seattle
shopper visits
We serve 16 neighborhoods
and operate 7 days a week



\$11 to \$20
The average spent by
market shoppers
at nearby businesses.

Food Access



+



=

\$223,090 in SNAP
Fresh food sales funded by
Federal nutrition assistance

\$287,975 in Fresh Bucks
Funded in part by Seattle's
Sweetened Beverage Tax

Healthy food
for all Seattle
families.

PRINCIPLE 4. A MARKET CITY...

HAS DISTRIBUTION NETWORKS THAT PRIORITIZE AND SUPPORT **HEALTHY, AFFORDABLE, AND SAFE FOOD AND OTHER GOODS** PRODUCED IN THE REGION.



PRINCIPLE 5. A MARKET CITY...



REGULARLY INVESTS IN
ITS MARKET FACILITIES
AND THE MANAGEMENT
SKILLS OF MARKET
OPERATORS.

PRINCIPLE 6. A MARKET CITY...

HELPS DIVERSE TYPES OF
VENDORS START AND
GROW THEIR BUSINESSES.



PRINCIPLE 7. A MARKET CITY...



RECOGNIZES THAT ITS
**MARKETS ARE ALSO PUBLIC
SPACES** THAT WELCOME
DIFFERENT KINDS OF PEOPLE
AND MAINTAIN IMPORTANT
CULTURAL HERITAGE.



Toward Market Cities: Lessons on Supporting Public Market Systems From Pittsburgh, Seattle, and Toronto

October 2020



Individual pilot city summaries
prepared by our partners in:

- Pittsburgh, PA
- Seattle, WA
- Toronto, ON

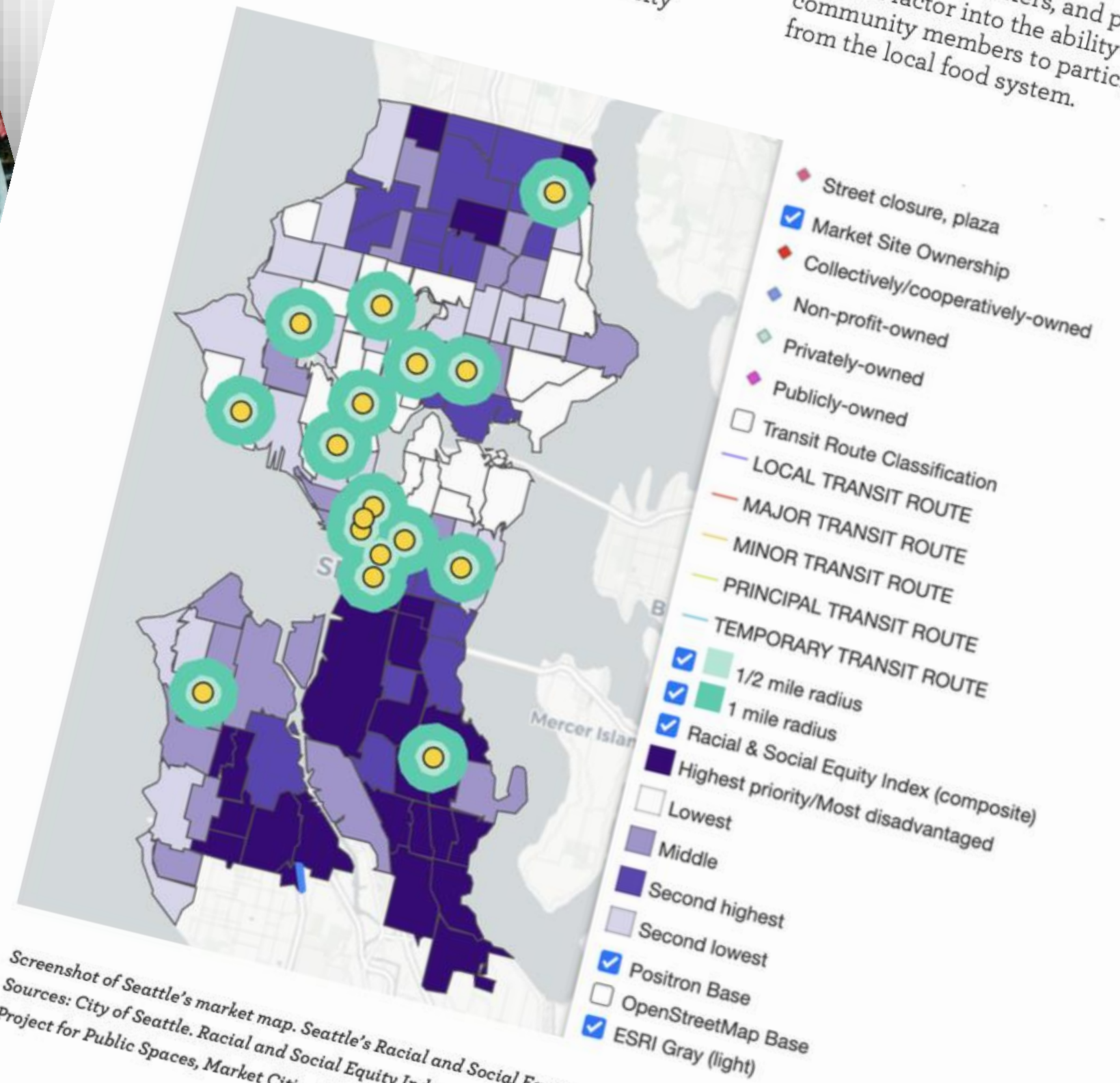
Prepared by:
Project for Public Spaces
pps.org
info@pps.org
+1 212 620 5660
740 Broadway, 11th Fl
New York, NY 10003

Findings

MARKET LOCATIONS

Where farmers markets are located in Seattle has a direct relationship to neighborhood density, access to transportation, and community support. However, the Seattle market map shows that farmers markets are unevenly distributed throughout Seattle and that days of operation are more frequent in neighborhoods with populations who are English speaking, more educated, and earn greater incomes. When overlaid with Seattle's Racial and Social Equity Index map, 18% of farmers markets are located in wealthier, more white, English-speaking neighborhoods, while 25% (University

District, Lake City, Madrona and Columbia City) are located in neighborhoods with greater rates of health and socioeconomic disadvantage. While market organizers have worked to prioritize market locations that reach diverse populations, most of the markets in more diverse neighborhoods run seasonally. This perpetuates the idea that farmers markets are "special events" or for the wealthiest among us, instead of a regular part of Seattle's food infrastructure. Racial and economic segregation, transportation barriers, and proximity to farmers markets factor into the ability of all Seattle community members to participate in and benefit from the local food system.



Screenshot of Seattle's market map. Seattle's Racial and Social Equity index layer is shown in graduated purple.
Sources: City of Seattle. Racial and Social Equity Index. Created: Jan 6, 2020, Updated: Jan 15, 2020. Markets: Project for Public Spaces, Market Cities Initiative Market Survey, Jun 2020.



pps.org/marketcities

THANK YOU!



Kelly Verel
Senior Director of Programs & Projects
Project for Public Spaces
kverel@pps.org

