

6. What do you like and/or dislike about the Saturday Market?



### Question 6: What do you like and/or dislike about the Saturday Market?

A total of 529 people answered this question and the most common response, by far, was "I love the market" or "I like the market because...". Some of the many reasons cited include:

- The vendors
- The foods
- The big variety of fresh produce
- The diverse community the market attracts
- The increased foot traffic and high energy it generates
- The music it provides

Just over 70% of the respondents cited one or more positive elements and, of those, several said, "I love EVERYTHING". Still others said "I love everything except..." and the most common exceptions cited overall were:

- Crowding or congestion inside the park (mentioned 113 times)
- Lack of adequate parking throughout the area on Saturdays (mentioned 95 times)
- Traffic congestion throughout the neighborhood on Saturdays (61 times)
- High prices (mentioned 51 times)

A number of respondents noted some or all of the above issues as their reasons for no longer shopping at the market. This is reflected, in part, in the results for Question 5 in which 8.3% said they never shop at the market and another 45.4%, only do so occasionally.

Other complaints included:

- Thirteen people complained about inadequate seating for customers.

- Twelve said they'd like to extend operating hours or add a mid-week market.
- Eleven said there were too many non-food vendors.
- Seven individuals complained about dogs inside the market in violation of Health Department regulations but an equal number were unhappy that their dogs weren't permitted.
- Seven people complained about the street vendors on Lake Park and the transit plaza at the corner of Lake Park and Lakeshore but two voiced support.
- Six respondents suggested that vendors (particularly hot food vendors) should be on a rotating schedule.
- Six cyclists requested additional bike racks or valet bike parking.
- Four people complained about trash left in the park.
- Four pointed out tripping hazards.

Appended below are selected comments that represent specific viewpoints and/or identify specific problems and potential solutions.

### **I LOVE THE MARKET:**

- I love the market. I love that it looks like Oakland, offers a great variety of produce and prepared food, and that it makes use of that public space.
- I love having a wide range of fresh produce and baked goods so close to my house. I love the diverse group of people who attend, families, young and old, etc. The community feel is lovely. I also love the Bicycle Coffee is there. Not much I would personally change about the market, its one of the best things about living where I do.
- Have a cottage on my property that I use as an Airbnb and EVERYONE walks down to the market. Visitors love the market and it gives them a wonderful impression of Oakland.
- I love seeing friends and it is a bit of a family tradition to grab breakfast, bounce in the bounce house and get produce.
- I love the Saturday market! I always run into friends from the neighborhood there, and love the warm, friendly neighborhood vibe. It makes me want to spend my whole Saturday just walking around the neighborhood, visiting Peets & Arizmendi and shopping at local stores
- Love the market, it is a community event as well as a fantastic way to purchase fresh, organic seasonal food. A way to interact personally with farmers, cheese makers, bakers and artisans.

### **CONGESTION:**

- It's too crowded! which I guess is a great thing, but can be a bit too much sometimes. Would love to see them reconsider how the space is used to provide wider walkways.
- Not enough space to navigate (the crowds are intolerable by 9:30 or 10:00 am).
- Can I say too many people? I understand that's a good thing but it gets really slammed and with two kids in tow, crowds can be a challenge.
- It is getting so popular that it is sometimes difficult to move through, especially when bikes or large strollers are being used. Can the passageways be widened by moving vendors to allow easier flow of people?
- I love our market, but honestly have a more pleasant shopping experience at nearby Temescal Farmers Market on Sundays with those wide aisles. Temescal market also clearly segregates the non-food vendors from the farmers which I like.
- We used to frequent the Farmers Market every week. Within the past few years, it has simply become way too congested to navigate enjoyably.

### **PARKING:**

- NO PARKING!!! Not even in the surrounding neighborhood like the Trader Joe's lot, the Kwik Way lot, or any of the side streets. I'd shop there if I could get there. I won't go to ANY businesses in that area because there's no parking.
- I like everything, but the city should price parking to ensure availability. I don't care if I need to pay more, if driving I just want a spot rather than 30 minutes of circling.
- I have to limit purchases to what I can easily carry since I park quite a distance away.

### **TRAFFIC:**

- I try to avoid the market area entirely on Saturdays. It's absolutely impossible to get across the intersection at Lake Park and Lakeshore in a car. Instead, I get onto the highway at other points in the neighborhood.
- A crossing guard is needed at the Kwik way/BOA to balance out foot traffic and car traffic.
- The traffic mess is super hard to navigate.
- Starting with the bad - the traffic. I live across the street and unfortunately, avoid it all costs.
- We have young children and go to Jack London or Temescal most weeks even though Grand Lake is within walking distance simply because we feel unsafe crossing Grand, Lake Park, Embarcadero, and Lakeshore near the market, and the children's play area at the market is extremely close to a very busy intersection.

## **PRICE:**

- I would love to shop there more, but sadly it's cheaper to go to Berkeley Bowl.
- The Jack London Market is significantly cheaper--not all of us live on tech salaries.
- Prices can be a little higher than other Farmers markets (probably due to the demographics of our neighborhood). That does limit my buying power a bit. I usually spend \$120 to \$140 a week at the market. Otherwise, I love everything about the market!

## **OTHER NOTEWORTHY IDEAS AND ISSUES:**

- Metal tree rings create a serious trip hazard as they have become a part of the walkway in front of the booths that backup on the parking lot. My wife has still not fully recovered from the fall she suffered last September.
- Fantastic market, would love to see more rotation / variety in the prepared food vendors, instead of the same vendors each week.
- I love much of the market, including a "free speech" or community organization area. Perhaps a community board that comes out to the market for people to post what's happening in the area.
- Would like to see us get rid of those damn stones.
- Would seriously like to see enforcement of un-registered vending that has spread from the periphery to KwikWay, up towards Lakeshore.
- If Lake Park Ave could somehow be pedestrianized it would enhance this area hugely, allowing for a connection between the retail areas of Lakeshore and Grand Avenue, improved access to the lake, and also bring greater possibilities to the Kwik Way site.

We've attempted, to the best of our abilities, to accurately summarize the results for Question 6. For a more in-depth look at the 529 responses, access to the raw data is available on [THIS LINK](#). ([Q6RawData.pdf](#))