



# Seeding the Neighborhood: Strategies to Promote Urban Agriculture

February 10<sup>th</sup>, 2015, 10:00-11:30am, [Register here](#)



This free webinar will identify ways to build on local resources to create a successful, sustainable urban agriculture strategy and will include an activity to give participants a roadmap for action in their communities. Time will be provided to discuss local challenges and opportunities-- be prepared to engage and learn. Participants will learn:

- Different models for urban agriculture initiatives, including case studies from Inland Desert communities
- How to build on the successes of existing urban agriculture projects
- Examples of local policies that can protect and enhance urban agriculture

Webinar is led by [ChangeLab Solutions](#) and sponsored by the [Inland Desert Training & Resource Center at UC San Diego's Center for Community Health](#).

For more information, please contact:  
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\*\*Optional but encouraged for Inland Desert Service Area LHD staff: Complete the attached pre-webinar assignment to help take your urban agriculture work to the next level. Email to Hannah Sheehy [hsheehy@changelabsolutions.org](mailto:hsheehy@changelabsolutions.org) and CC: Elle Mari [emari@ucsd.edu](mailto:emari@ucsd.edu) by 2/5/15

# *Seeding the Neighborhood: Strategies to Promote Urban Agriculture*

Inland Desert Training & Resource Center, UC San Diego

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We are excited to have you as a participant in our webinar, *Seeding the Neighborhood: Strategies to Promote Urban Agriculture*.

If your goal is to start, maintain, sustain, and/or protect neighborhood agriculture projects that serve SNAP-eligible populations in your area, it's a good idea to start by finding out what's already going on in your community.

Pages 1-2 contain questions that will guide you through an environmental scan of neighborhood agriculture resources in your community. On page 3, you will use the information you gathered to complete a worksheet.

***Please complete the worksheet on page 3 by Thursday, 2/5 and return it to Hannah Sheehy ([hsheehy@changelabsolutions.org](mailto:hsheehy@changelabsolutions.org)), cc: Elle Mari, Inland Desert TRC ([emari@ucsd.edu](mailto:emari@ucsd.edu)).***

We will incorporate your responses into the webinar. We may also contact you with follow-up questions or ask you to share some of your questions and opportunities with the group.

## ENVIRONMENTAL SCAN

The following questions will help you assess the state of neighborhood agriculture and give you a starting point to answer the questions on the worksheet (page 3).

### Your organization's role

Why do you want to get more involved in neighborhood agriculture?

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### Existing community gardens

Start by searching for “community garden + [your city or region]”. You can also try “urban farm + [your city or region]”. Choose a few gardens and look at their websites or Facebook pages.

- Where are they located?
  - Who are their members?
  - Do they have sponsors?
    - o Are their sponsors nonprofit, private, or public agencies?
  - Do their member populations (or the populations they serve through donations or other initiatives) overlap with SNAP-eligible populations?
  - Are the gardens part of a network or partnership of community gardens?
  - Who are their leaders?
    - o Does anyone within your organization have ties to the garden's leadership? Try searching for them on LinkedIn.
  - Look at their recent posts. Is the garden experiencing any problems? Has it made any appeals for aid from the community?
    - o E.g. Lack of volunteers, threat of eviction for development or other reasons
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### Existing school gardens

Do a similar search for school gardens.

- Where is the school located?
- What student population does it serve?
- Who is the person in charge (PIC) for the school garden?
  - o Does your organization have an existing relationship with the PIC?
- Is the school garden experiencing any problems?
- Does the school garden operate year-round? What happens in the summer?

## Community support for gardens

You may already be aware of a desire for a community garden in your area.

- How have you (or other interested groups) measured interest?
  - o You can find an example survey from Fresno State University here:  
<http://www.surveymonkey.com/s/fresnostatecommunitygarden>.
- Is the interest among individuals, community groups, nonprofit organizations, private companies, government agencies, or a combination of these?
- Have any potential leaders emerged?
- Do the interested parties have a piece of land in mind for the garden?
  - o Who owns the land?
  - o Is it publicly or privately owned?

Alternatively, you may not find any gardens in the community where you are interested in supporting neighborhood agriculture. There may be several reasons for this:

- Did you find community or school gardens that were active in the past but are now closed?
  - If so, why did they close? (e.g. perceived lack of community interest, land sold to developers, zoning issues)
  - Who were the people in charge or the organizational sponsors?
    - o Are they still active in community gardening in your area?
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## Municipal policies

Your local government may have policies in place that regulate or support neighborhood agriculture projects. It's important to know about these if you plan to get involved.

- Start by searching online for “[city name] municipal code.”
  - Run searches for the following terms related to urban agriculture: e.g. “garden,” “agriculture,” “farm stand,” “greenhouse,” “livestock,” “chickens,” “bees,” “poultry.”
  - Most code sections related to urban agriculture will be in the zoning chapter or title of the municipal code.
  - You can also do a similar search in your city's General Plan. Start by searching online for “[city name] general plan.”
    - o Try the same searches you used to search the municipal code.
    - o Note any goals, objectives, or policies that are relevant to neighborhood agriculture.
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## Next steps

Now that you know more about neighborhood agriculture in your city or region, it's time to think about the contribution your organization can make. Please complete the worksheet on the next page.

## “SEEDING THE NEIGHBORHOOD” WEBINAR WORKSHEET

Please return by 2/5 to Hannah Sheehy ([hsheehy@changelabsolutions.org](mailto:hsheehy@changelabsolutions.org)), cc: Elle Mari, Inland Desert TRC ([emari@ucsd.edu](mailto:emari@ucsd.edu)). We will incorporate your responses into the webinar.

1. Why do you want to get more involved in neighborhood agriculture?
2. What are some of your primary SNAP-Ed activities?
3. How could these activities be extended to support urban agriculture projects?
4. What skills would you and your team need to improve to support urban agriculture in your community?
5. Organize the information you collected through the Environmental Scan in a way that puts your strengths, weaknesses, opportunities, and threats side-by-side.

		POSITIVE	NEGATIVE	
INTERNAL	<i>Consider your:</i> -Capabilities -Resources, assets, people -Experience -Specialized knowledge -Awareness of needs -Location -Philosophy, values, principles -Certifications and qualifications	STRENGTHS	WEAKNESSES	<i>Consider your:</i> -Reputation, presence and reach -Finances -Time pressure and deadlines -Distractions -Knowledge and awareness -Morale, commitment, leadership -Processes and systems
EXTERNAL	<i>Consider:</i> -Trends -New partners -Target markets -Public and private Development -Legislative effects -Research and evaluation findings -Seasonal Influences	OPPORTUNITIES	THREATS	<i>Consider:</i> -Legislative effects -Environmental effects -Market demand -Contracts and partners -Sustainability -Loss of key staff -Financial backing -Economy -Climate and weather

(table adapted from <http://afc.uwaterloo.ca/PDF/Building%20Blocks%20SWOT%20analysis.pdf>)