



# INFORMATION REPORT

<b>TO:</b> Mayor and Members of the General Issues Committee	<b>WARD(S) AFFECTED:</b> CITY WIDE
<b>COMMITTEE DATE:</b> December 12, 2011	
<b>SUBJECT/REPORT NO:</b> Community Garden Coordinator Position BOH11001(a) (City Wide) (Outstanding Business List Item)	
<b>SUBMITTED BY:</b> Elizabeth Richardson, MD, MHSc, FRCPC Medical Officer of Health Public Health Services Department	<b>PREPARED BY:</b> Donna Weldon (905) 546-2424 Ext 4892 Claire Lechner (905) 546-2424 Ext 4181
<b>SIGNATURE:</b>	

## Council Direction:

At the January 24, 2011 Board of Health meeting, an information report BOH11001 regarding a Community Garden Coordinator position was received. The report outlined that \$68,000 had been provided by the Trillium Foundation to the Hamilton Garden Collective Project in November 2010, to be used to fund a Community Garden Coordinator. Report BOH11001 indicated that an update on the results of this funding would be shared with the Board of Health at the end of 2011. The purpose of this report is to provide that update.

## Information:

The Trillium Foundation funds were used to pay the Community Garden Coordinator's wages, as well as material and administrative costs. The Hamilton chapter of the Canadian Organic Growers was the recipient of the funds, but was unable to provide office space and other support. Green Venture, as another stakeholder, agreed to house the position, provide administrative support, hire and oversee the staff person.

Hiring a Community Garden Coordinator helped community gardens flourish in Hamilton in 2011. There are now over 30 community gardens - 20 of which sit on Hamilton housing properties. In 2011, 18 new gardens were established city wide - 11 on City housing properties and one on city property in 2011. As well, three gardens were transitioned from city-managed sites to community leadership in 2011. The Community Garden Coordinator has successfully established a network of gardeners with whom she maintains close communication through monthly meetings, E-newsletters, twitter and face book accounts. In addition, she has developed and delivered five workshops for gardeners with more than 70 gardeners attending in total. The Coordinator held a seed exchange and fundraising event and held outreach events in low-income neighbourhoods with attendance of greater than 50 interested citizens.

*“Being part of the community garden has allowed me to get to know many more people in my neighbourhood. I feel like I am a part of something good and I get to learn and eat my own produce.”* (Community garden participant)

# HCGN Project Quarter Report: III

**October 2011**

*Prepared by:*

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*Connecting ideas and people to facilitate  
sustainable living and realize a cleaner,  
healthier community*

## OVERVIEW

The Hamilton Community Garden Network has existed in many forms throughout that past decades supporting community gardening efforts in Hamilton. With development of the Hamilton Community Garden Policy in 2010, organizations and individuals throughout Hamilton joined together to obtain funding for a Network coordinator and other resources. For 2011, a grant was secured from the Ontario Trillium Foundation to support the Network through the Canadian Organic Growers, Hamilton chapter. Combined with generous in-kind donations, this grant has allowed the Network to flourish.

This report highlights the progress of the HCGN from January 2011 through September 2011.

### Contact

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## PROGRESS TO DATE

The following sections contain the project timeline and progress to date for the HCGN in 2011. The objectives are based on the current Ontario Trillium Foundation grant.

### PROJECT TIMELINE WITH PROGRESS OVERVIEW

Date	Deliverable	Progress/Notes
First/Second Quarter		
Jan-April, 2011	Coordinate 1 annual gardening event as a fundraiser for HCGN	Hosted Seedy Saturday, March 26
	Develop HCGN website	Established hcgncan.ca domain
	Develop branding materials for HCGN	Hired Josh Gordon Creative to create logo and brand; logo finalized July 2011
	Plan & run regular HCGN meetings	Ran monthly meeting through May (group requested not to meet in summer)
	Develop and print promotional materials	Handed out 150 copies of out HCGN at booths, Green Venture booths, and other events; Updated HCGN display and used at 2 events
May, 2011	Develop mentorship framework	Established mentorship framework in May and began advertising to coordinators in June; currently only informal mentorships through meetings and e-mails

	Represent HCGN at 2 events or workshops in the community	Attended Mohawk Health and Wellness Fair and McMaster Going Green Fair, with at least 100 attendees leading to least 6 new contacts
June, 2011	Plan 1 workshops on community gardening	Coordinated with Volunteer Hamilton to plan workshop on volunteers in the garden
	Rent equipment	Assisted Gage Park Community Garden in renting equipment for establishment
	Establish 4 gardens	Provided support (ranging from outreach session to consultation) to new gardens in Hamilton: 5 new gardens with 50 plots on escarpment with N2N leading, 1 garden with 15 plots in Gage Park with community group leading, 1 new garden in Waterdown with Bethel Christian reform Church leading, 1 victory garden with 34 new plots; Supported transition of Churchill, Victoria, and Olympic drive garden groups from City to citizen collective leadership due to new City policy
	Represent HCGN at 1 event or workshops in the community	Attended Transportation and Healthy Living Fair, Landsdale Neighbourhood Activity Day which together at least 600 attendees leading to least 3 new contacts
	Send out monthly e-news/updates	Compiled and sent out Monthly e-news with updates, opportunities, and resources
	Quarter 3	
July 2011	Identify & meet with 3 potential gardening leaders in marginalized neighbourhoods	Met with Mary MacKeigan, John Bayus Park; Paul Beattie, Parkview school; Igor Kasprzycki, Gage Park
	Plan 2 workshops on community gardening	Planned 'Safety and Security' and 'Hosting Workshops' workshops
	Advertise and host 1 workshops	Hosted July 27 workshop on Safety and Security in gardens and summer plant management
	Recruit 5 experts to help establish and support gardens	Contact established with and workshops run by Dundurn Castle; Contact made with RBG; Contact establish with Maria Mohan, Head of Horticulture for City of Hamilton; Assistance offered by two landscape professionals
	Conduct 2 outreach sessions in marginalized neighbourhoods	Held outreach sessions at SkyDragon, Hamilton Centre; John Bayus Park, Rural Hamilton; Neighbour to Neighbour, escarpment
	Develop website tools	Updated hcg.ca for public use
	Represent HCGN at 1 event or workshops in the community	Attended Lansdale Neighbourhood Activity Day which had at least 50 attendees leading to least 3 new contacts
	Develop and maintain social media sites for HCGN	Established and maintained Facebook and Twitter

	Respond to at least 20 perspective gardener inquires and connect them to nearby gardens	Responded to 45 inquiries regarding garden space
August, 2011	Plan 1 workshops on community gardening	Workshop planning workshop
	Advertise and host 1 workshop	Composting Workshop
	Publish factsheet on common gardening issue	Summer Maintenance Sheet, composting sheet
	Create template for e-news/updates	Developed template and working with web designer to create e-news set up
September, 2011	Implement mentorship framework	Continued to advertise framework to network and coordinators
	Advertise and host 1 workshop	Workshop hosting workshop
	Research & promote strategies to engage marginalized communities in gardening	Develop and began distribution of survey
Fourth Quarter		
October, 2011	Develop fundraising plan for HCGN	
	Advertise and host 1 workshop	
	Develop garden sponsorship plan	
	Establish 10 mentorships	
	Publish resource sheet on volunteer recruitment and management	
November, 2011	Conduct 1 outreach sessions in marginalized neighbourhoods	
	Develop sponsorship letter & follow up with prospects	
	Publish resource sheets on funding, outreach and marketing	
December, 2011	Survey at least 50% of new garden participants	
	Develop & publish on-line Hamilton-specific community garden guide	
	Secure 5 garden sponsorships	
	Establish tool share/libraries	
Final Report		
February 1, 2011	Submit final project report to COG Hamilton	

## **OVERVIEW OF PROGRESS BY OBJECTIVES**

### ***BUILD COMMUNITY AWARENESS, ENGAGEMENT AND LEADERSHIP, AND SKILL SHARING AMONG COMMUNITY MEMBERS***

**Develop and implement framework to deliver educational activities for community garden coordinators, participants, volunteers, and the general public**

- Made the following connections:
  - Dundrun Castle ran workshop
  - Contact made with RBG
  - Contact established with Maria Mohan, Head of Horticulture for the City of Hamilton
  - Contact established with two local landscapers
- Sent monthly e-news sent out with updates, opportunities, and resources

**Establish 10 mentorships between established and emerging community garden coordinators**

- Developed many informal mentorships through network
- Developed mentorship framework
- Established 1 formal mentorship

**Conduct at least 4 workshops on topics related to community gardening with 50 participants**

- Conducted informal community garden coordination workshop with 13 participants
- Hosted 3 coordinator workshops with a total of 45 Participants
  - Wed, July 27, 5pm-9pm: Keeping Your Garden Secure and Safe: Theft, Vandalism, and Conflict Resolution + Summer Plant Maintenance
  - Wed, August 31, 5pm-9pm: Managing Waste in the Garden: Composting and Recycling + Tips on Trees and Shrubs
  - Wed, September 28, 5pm-9pm: Hosting a Seed Saving Workshops: Resources for Success
- Secured speakers for remaining workshop
  - Wed, October 26, 5pm-9pm: Volunteers in the Garden + Season Extension

### ***IMPROVE CAPACITY OF COMMUNITY GARDENS PARTICULARLY TO SOURCE FUNDING AND IN KIND RESOURCES***

**Support establishment of at least 4 community gardens**

- Consulted with 4 new citizen/church/school groups (including those taking over City gardens) organizing garden cooperatives
- Offered resources to other organizations starting gardens through events, e-mail, and phone conversations

- Responded to at least 49 inquiries to connect volunteers or gardeners to gardens
- Coordinated distribution of donation to gardens in need
  - Worked with City of Hamilton Public Works to distribute a 150 tonnes compost donation
  - Worked with City of Hamilton Horticulture Department and Tree and Twig Heirloom Seed to distribute 19 flats of donated plants
- Compiled list of literary resources to suggest or donate to public library
- Compiled database of community garden guides from throughout North America
- Supported new garden establishment:
  - Gage Park Community Garden, 15 plots
    - Consulted with group, coordinated compost and plant donations, supported in equipment rental, coordinators attended meetings & received e-news
  - Neighbour to Neighbour Centre, 5 new garden with over 50 plots
    - Presented at community outreach session, publicized events
  - Bethel Christian Reform Church Community Garden
    - Consulted by phone, coordinators attended meetings & received e-news
  - Victory Gardens Hamilton, Catharine St. Site, 34 plots
    - Consulted through meeting, coordinator attended meeting & received e-news, coordinated compost donation
  - Churchill, Victoria, and Olympic Drive Garden Gardens, already established but transitioning to community leadership due to new City Policy
    - Consulted by phone, coordinator attended meeting & received e-news, coordinated compost donation

**Develop a clear fundraising, community outreach, and marketing plan**

- Hosted Seedy Saturday which raised over \$600, at 176 visitors, and engaged at least 20 volunteers
- Created website for HCGN
- Created logo and branding for HCGN
- Facebook and Twitter accounts established and maintained
- Had HCGN presence at 9 community events
  - Created 150 copies of an HCGN flyer created which was handed out HCGN booths, Green Venture booths, and other events;
  - HCGN display updated and used at 2 events
- Compiled list of corporate, foundation and government grants as well as previously used in-kind donation sources in Hamilton

***DECREASE BARRIERS ASSOCIATED WITH ESTABLISHING AND MAINTAINING COMMUNITY GARDENS PARTICULARLY AMONG***



## **MARGINALIZED GROUPS THROUGH IMPROVED COMMUNICATIONS AMONG PARTICIPANTS, PARTNERS AND THE GREATER COMMUNITY**

### **Conduct at least 3 community garden outreach sessions in marginalized neighbourhoods**

- Conducted 4 outreach sessions
  - Neighbour to Neighbour Centre Community Garden Info Session, Upper Hamilton, March 2011
  - Seedy Saturday Gardening in Hamilton Presentation with 40 participants, East Hamilton, April 2011
  - Sky Dragon Centre Education Session with 13 participants, Hamilton Centre, July 2011
  - John Bayus Park 'How to Start a Garden' Session, Rural Hamilton, July 2011
- Identified 3 leaders in marginalized communities
  - Mary MacKeigan, John Bayus Park
  - Paul Beattie, Parkview Secondary School
  - Igor Kasprzycki, Gage Park
- Contacted all Councillors to introduce HCGN and coordinator position

### **At least 60% of participants in new community gardens come from new and/or marginalized neighbourhoods**

- Provided outreach (see above) and support (highlighted under 'Improving capacity' section) in marginalized communities
- Developed and distributed a survey to determine demographics of new gardeners

## **STATS TO DATE**

<b>Item</b>	<b>Number</b>	<b>Attendance</b>	<b>Volunteers Engaged</b>	<b>Notes</b>
<i>Events attended</i>	8	Over 1000, at least 25 engaged	3	
<i>Events hosted</i>	1	178	20	Seedy Saturday
<i>Network meetings</i>	4	41	-	
<i>Consultations with coordinators (phone or meeting)</i>	8	-	-	Individual or small group meeting
<i>Consultations with gardeners</i>	49	-	-	People looking for garden space
<i>Other Inquires (research, other organizations)</i>	8	-	-	
<i>Workshops</i>	6	77	5	Neighbour 2 Neighbour, John Bayus park, Coordinators Workshops
<i>Presentation</i>	2	53		Seedy Saturday, Sky Dragon

<b>Other Outreach</b>	2	-	11	Parkview Greenhouse Clean
<b>Written Media Hits</b>	5	-	-	
<b>Video Media Hits</b>	2	-	1	TERRA @ Home, Cable 14
<b>Social Media</b>	71 new facebook friends; 77 Twitter followers	-	-	

## BUDGET

### BUDGET-TO-DATE

\*Not including in-kind

Type	Item/Details	Total Available (Grant + Donations) *Note: 2% out for COG*	YTD Spent	Remaining
<b>Salary</b>	Management	\$2,743.70	\$1,302.99	\$1,440.71
<b>Salary</b>	Contract Staff Salary	\$44,100.00	\$24,153.21	\$19,946.79
<b>Administration</b>	Administration	\$8,624.00	\$4,095.53	\$4,528.47
<b>Program Expenses</b>	Materials, Resources & Transportation (Seedy Saturday, conferences/events, etc.)	\$11,172.00 (Trillium) +\$970.28 (in donations)	\$2,095.53.11	\$9,076.47
	<b>Total</b>	\$69,015.00	\$31,647.26	\$36,004.42

### UPCOMING EXPENSES:

Tool share trailer and tools: estimated cost \$4,000  
 Printing: estimated cost \$300  
 Display signage: estimated cost \$300  
 Garden Signage: estimated cost \$2,000  
 Workshop costs (honorarium, food): estimated cost \$300  
 Part time staff: estimated cost \$8,000  
 Contract coordinator: \$12,000