

RECREATION, LIBRARIES AND AUTHORITIES COMMITTEE

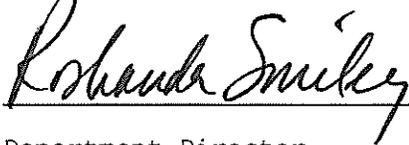
12-0572R

RESOLUTION AUTHORIZING APPLICATION FOR AND ACCEPTANCE  
OF A \$25,000 LET'S GROW - LINCOLN PARK GRANT FROM  
CITIES OF SERVICE ON BEHALF OF BLOOMBERG  
PHILANTHROPIES TO DEVELOP COMMUNITY GARDENS IN THE  
LINCOLN PARK NEIGHBORHOOD.

CITY PROPOSAL:

RESOLVED, that the proper city officials are authorized to apply for and accept a grant from Cities of Service on behalf of Bloomberg Philanthropies in the amount of \$25,000.00 and to execute a grant agreement, substantially the same as that on file in the office of the city clerk as Public Document No. \_\_\_\_\_, for the purpose of increasing residents' access to affordable fresh, healthy food by developing community gardens in the Lincoln Park neighborhood, which is considered a food desert. Funds are to be deposited in Fund 205-130-1220-4270 (Parks Fund, Community Resources, Parks Capital, Other Grants).

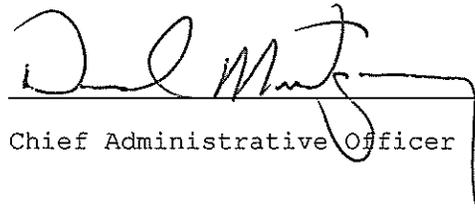
Approved:



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Department Director

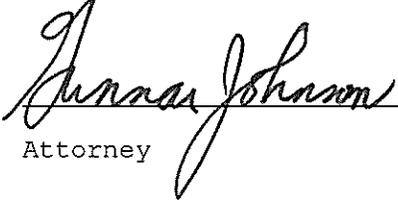
Approved for presentation to council:



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Chief Administrative Officer

Approved as to form:



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Attorney

Approved:



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Auditor

STATEMENT OF PURPOSE: This resolution authorizes the application and acceptance by the proper city officials of a grant from Cities of Service Impact Volunteering Fund, on behalf of Bloomberg Philanthropies, in the amount of \$25,000.00. Cities of Service selected 18 U.S. cities to receive the grant which is intended to support mayors who are harnessing the power of volunteers to address priority problems in their communities.

Initiative Template - Cities of Service Impact  
Volunteering Fund 2012  
*Cities of Service  
Report Fields*

**Contact Information**  
Cheryl Skafte  
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Duluth, MN 55802 USA  
218-730-4334  
cskafte@duluthmn.gov

**City, State\***

*Character Limit: 100*

*Duluth, MN*

*Initiative name and summary*

Please complete the following information for each initiative. If you have multiple initiatives use a separate form for each initiative. Note that anything with an asterisk is a required field.

**Initiative name\***

*Character Limit: 150*

**Let's Grow Lincoln Park**

**Overview of initiative\***

Please provide a brief description of the initiative.

*Character Limit: 1500*

**Our local Let's Grow initiative proposes to develop community gardens in the Lincoln Park neighborhood, a food desert, to increase residents' access to affordable fresh, healthy food.**

**The community partner is the Duluth Community Garden Program (DCGP,) a not-for-profit organization that has been connecting would-be gardeners with garden land, knowledge, resources and volunteerism since 1977. DCGP is eager to work with the City of Duluth to expand these opportunities to neighbors in Lincoln Park.**

**The Healthy Duluth Area Coalition (HDAC), Local Initiatives Support Coalition (LISC) and other community partners have been engaging neighbors in Lincoln Park on food access issues. With their support, DCGP proposes to coordinate Lincoln Park neighbors in planning and creating garden sites that will integrate well into their neighborhood, with features such as pedestrian friendly seating areas, fruit trees and shrubs, tool sheds, and rainwater collection systems, and vegetable gardens.**

**Amount requested for this initiative\***

Specify amount requested for one initiative only on this form. Total amount requested for a single initiative should equal \$25,000. If multiple initiatives will be proposed, the amounts requested should add up to either \$50,000 or \$100,000.

*Character Limit: 20*

**Indicate if initiative is based on Service as a Strategy Blueprint\***

**Choices**

**Let's Grow**

*Intended impact*

Please specify the impact your initiative is intended to achieve by answering the questions below.

**What is the specific challenge the initiative addresses?\***

Please state the specific challenge your proposed initiative addresses (e.g., sustainability, education, health). Include any facts about the specific need in your city or in a specific neighborhood targeted by the initiative, or information about the target population that will benefit.

*Character Limit: 1500*

6,145 people live in Lincoln Park neighborhood, one of the larger and more densely populated neighborhoods in Duluth. In 2010, the Median Household Income (MHI) of the neighborhood is \$34,847, significantly lower than Duluth's overall MHI of \$45,135. Lincoln Park has been identified to be a "food desert," a neighborhood with both physical (distance) and economic barriers to food. No part of Lincoln Park's neighborhood is even a one-mile walk away from a grocery store.

In the summer of 2012, the Fair Food Access Campaign was created to address the need for fresh, affordable food access in the Lincoln Park Neighborhood. The collaboration is a partnership between the Healthy Duluth Area Coalition, CHUM, Community Action Duluth and Duluth Local Initiatives Support Corporation (LISC). The goals are to improve access, engage the neighborhood in creating the solutions, and using creative approaches to food access. The campaign led a neighborhood-wide canvas. Volunteers knocked on over 1,300 doors, talking with 470 residents and surveying 346 of them on their food access needs. Of the 346 surveyed 144, or 42 percent, said that food access was an issue for their household. In addition, 44 residents surveyed said they currently grew a portion of their own food. 95 residents, or 27 percent, said they would like help with gardening at their home or would like to participate in a community garden in Lincoln Park.

**How does the initiative advance a priority of the Mayor?\***

Include specific information that demonstrates why the issue is a priority for the Mayor, how the Mayor has communicated that it is a priority, and related Mayoral efforts to address it. Indicate if the initiative is part of the city's service plan (if one exists).

*Character Limit: 1500*

Mayor Ness supports local and state efforts to increase food access. He's especially interested in the food access needs of the Lincoln Park neighborhood as a USDA identified "food desert." He has voiced his support of local programs addressing this priority, including the Duluth Community Garden Program and Community Action Duluth's Seeds for Success program. Duluth is an Early Adopter of the Sustainable Twin Ports initiative, dedicating staff resources to develop and implement environmentally, economically and socially sustainable practices and has also endorsed the Lake Superior Good Food Charter, supporting systems change for food justice and community health.

Mayor Ness' administration supports developing community gardens and planting fruit trees on city property: "AmeriCorps members helped plant 10 apple trees and build four handicapped-accessible raised beds for vegetable gardens outside Grant Recreation Center. In all, more than 50 people participated [...] along with community volunteers including Duluth Mayor Don Ness [...]." (Duluth News Tribune, May 2011)

Mayor Ness recently spoke at the sold-out MN Food Access Summit, where he stated: "Everyone should have access to healthy, affordable, and locally produced food." He continued, "This is a health and nutrition issue, as well as a larger community issue that impacts current and future generations. We also want to help support local producers which in turn leads to more local jobs and a more vibrant local economy."

**Initiative goal\***

What is the specific goal of the initiative (e.g., home energy conservation, increased graduation rate, reduced crime in specific neighborhood)? If available, include measures that will be used to determine if the goal has been achieved or advanced.

*Character Limit: 1500*

The City of Duluth is teaming up with the Duluth Community Garden Program (DCGP,) Healthy Duluth Area Coalition's Fair Food Access Campaign to creatively address hunger and diet related health issues in our Cities of Service "Let's Grow Lincoln Park" initiative. The primary goal of this initiative is to increase consumption of fresh vegetables and fruits in the Lincoln Park neighborhood through creation of a community garden that includes a mix of family and collective vegetable gardens along with fruit trees, herbs and other perennials for public harvest. A unique part of our initiative is its strong emphasis on supporting and empowering new gardeners through year-round gardening and healthy food education, on-site garden mentoring, and community outreach events.

We are confident that this initiative will also generate the following community benefits:

Increase sense of well-being and neighborhood connectedness  
Increase in volunteerism and pride in the Lincoln Park neighborhood  
Continued investment from local businesses in this neighborhood resource

**Measures include:**

Volume of fresh fruits and vegetables harvested and distributed  
Number of individuals benefitting from the harvest  
Number of residents involved in cultivating the garden  
Number of volunteers engaged in planning, creating & maintaining the garden.  
Pre & Post-season Perception Surveys  
Impact Survey measuring inputs and outputs of family gardens to quantify impact on a family's food budget

**Projected impact\***

Please include numeric output and outcome goals for the initiative, along with timing for when they will be achieved.

*Character Limit: 1500*

**Outputs:**

2-Pre-season neighborhood meetings to plan site design & establish core gardening group

- 1-Post-season neighborhood meeting & harvest celebration
- 1-New Lincoln Park community garden established for the 2013 growing season, complete with:
  - 6 20x20 vegetable garden plots
  - rainwater system
  - tool storage
  - deer fence
  - compost bins and use signage
  - 2 old apple trees returned to production, plus new fruit trees, shrubs & other perennials for public harvest
- 4-Gardening 101 Workshops (February-March 2013)
- 3-Site Visits by DCGP garden educator (Summer 2013)
- 4-Community Volunteer Days at the Lincoln Park Garden site (Spring-Fall 2013)
- 1-Spring Fling Garden Kick-Off & Healthy Eating event (March 2013)
- 1-Harvest Celebration Dinner (September 2013)

**Outcome goals:**

- Minimum of 6 families directly involved in cultivating & harvesting veggie gardens
- 25-Lincoln Park residents engaged in planning & implementing the community garden
- 50-additional volunteers engaged in this initiative
- 200-people attend Spring Fling Kick Off & Healthy Eating event
- 60% of surveyed participants report an increase in consumption of fresh fruits and vegetables, positive impact on their family food budget, increase in sense of well-being, and deeper community connection
- Lincoln Park community gardeners share their story at Harvest Celebration Dinner
- 2-Lincoln Park residents move into leadership roles within Duluth Community Garden Program (join a committee or the board of directors) for the following season

**Measurement plan\***

How do you plan to measure the impact of this initiative? Outline your overall goals for the initiative as well as the specific quantitative impact metrics that you will collect. This should include the scale of the initiative (e.g., the number of students to be served) and the depth of impact (e.g., the increase in reading levels).

*Character Limit: 1500*

**We will use the following to measure and record impact:**

Collect numbers, ages, and income demographics of gardeners directly engaged in cultivating & harvesting the veggie gardens from garden plot agreements (Goal: 6 Lincoln Park families gardening at the new site)

Sign-ins & volunteer logs at meetings, events and community work days (Goal: 25 Lincoln Park residents & 50 additional volunteers actively engaged)

Keep logbook in tool locker to record a) volunteer hours & activities maintaining the garden throughout the season, b) facilitate communication & sharing observations among gardeners, and c) weigh and record harvest

Pre & post Perception Survey distributed to all participants in the community gardening group, including the planning process. (Goal: 60% or more of surveyed participants report an increase in sense of well-being, community connectedness, & consumption of fresh fruits and vegetables)

Impact Survey to generate hard data on inputs and outputs from 6 individual garden plots (minimum of 2 at Lincoln Park garden, 4 additional at surveyed at existing community garden sites in other neighborhoods) (Goal: To provide hard data that demonstrates whether or not keeping a garden enables families to stretch their food budget while also increasing their consumption of fresh fruits and vegetables.)

Note: All of the above will include checkbox to indicate residence in Lincoln Park. Events, workdays, and ongoing volunteer hours will be reported quarterly

#### Existing initiatives

If the proposed initiative is already being implemented, please describe how an Impact Volunteering Fund grant will help you achieve higher levels of impact (greater than what is already planned).

*Character Limit: 1500*

In 2012, the Fair Food Access Campaign engaged the Lincoln Park community to identify strategies for increasing food security among residents; nearly 30% of residents surveyed indicated interest in opportunities to grow their own food.

The Duluth Community Garden Program connects area residents with garden space and resources at 16 community gardens throughout Duluth, and has observed a need for gardens in Lincoln Park through our inquiry process and waiting list. An Impact Volunteering Fund grant will bring us together in partnership with the Mayor's office and City of Duluth Volunteer Coordinator to achieve a higher level of impact by focusing more resources on community engagement, volunteerism and educational support, including:

1. Garden site planning & design at neighborhood meetings.
2. Providing a stipend to an emerging leader in the neighborhood to serve as a community liaison and garden coordinator
3. Basic gardening skills training and garden mentoring for new gardeners to achieve a strong and confident start
4. Empowering opportunities for Lincoln Park gardeners to share their knowledge and experience with other community gardeners

The Impact Volunteering Fund grant will also enable us to install all basic infrastructure such as fencing, water, compost and tool storage at the start, putting new gardeners ahead of common physical hindrances at day one.

#### No displacement of city resources\*

Please certify that the proposed initiative will not displace city employees, functions, or expenses, nor duplicate existing services.

#### Choices

No

*Detailed initiative description*

**Volunteer activities\***

What are the service activities that will be performed by volunteers? Please be specific.

*Character Limit: 1500*

Service activities can be divided into 4 areas, and volunteers may participate in any or all of these areas. Frequency of participation may also vary (see "Frequency of Activities," below)

1) Community engagement & outreach. Service activities will include distributing flyers and spreading the word about this initiative, volunteering at neighborhood meetings and events.

2) Installation of the garden. Helping prepare the site by cutting brush, tilling, spreading compost, erecting a deer fence, building a rainwater catchment/tool storage structure, building a 3-bin pallet compost system, planting fruit trees and shrubs and installing signage.

3) Ongoing maintenance and cultivation of the garden. Volunteers will take on regular roles such as monitoring and turning compost, mowing or weed shipping as needed, caring for fruit trees. Regular cultivation and harvest of the veggie gardens may or may not be considered a volunteer activity, depending on whether or not the participant is the primary recipient of the benefits of their efforts.

4) Leadership service. DCGP is run largely by volunteers, with leadership roles serving as site coordinators, committee members or board members. Lincoln Park gardeners will be welcome and encouraged to participate in leadership roles.

**Location of volunteer activities\***

Where will the service activities be performed and what is the target population served?

*Character Limit: 1500*

Service activities will be performed in the Lincoln Park neighborhood. The community garden itself is located on West 4th Street & 20th Ave W in a residential area in close proximity to the DTA bus line, the Midtown Manor apartment complex, and services and businesses on Superior Street. Meetings and events will be held at a neighborhood community center or church. The target population is low-income residents of the Lincoln Park neighborhood. Participation is open to all, however, regardless of income. DCGP has found it important to involve gardeners of all economic strata, drawing on a wide variety of shared resources not limited to financial capacity. It doesn't matter if you have a high-powered job or are unemployed – everyone has something to contribute. This aspect of community gardening is especially empowering and strengthens the fabric of our community.

**Frequency of activities\***

Describe the volunteer activities, the frequency with which volunteers will participate (e.g., a one-time project or ongoing throughout the school year), whether a consistent set of volunteers will serve over time, and how the activities relate to the desired goal.

*Character Limit: 1500*

Activities include volunteer opportunities at all levels, from highly invested neighbors (including but not limited to those who intend to garden there) who play an ongoing role to volunteers from service groups around Duluth who help for a day.

Ongoing activities, consistent core group of volunteers:

Regular garden maintenance (trails, mowing picnic area, etc) – will vary from 1x/week -1x/month depending on conditions

Cultivation & harvest – will vary from 2x/week to every day

Gardener meetings & communication to plan for the following season – will vary

Periodic volunteer opportunities – variety of core volunteers & one-timers

Help with events & meetings (greet, post flyers, etc.) – approximately 1x/month

Class helper, assist instructor setting up for classes and greeting people – 4-8 per year

Community Work Day. 4-6 the first year as we install the garden

Pruning fruit trees – 1 per year

Ongoing leadership activities:

Community liaison & garden coordinator (stipend offered.) Community building, troubleshooting & gardener support - Approximately 10 hrs/month commitment for one year.

“Garden Ambassadors.” Help the community liaison, word of mouth, & keep the neighborhood connected. 2-4 hrs/month

DCGP Land Stewardship Committee. The LSC creates policy, assesses condition and works on infrastructure improvements for community gardens. The LSC will take the lead on designing and developing the new community garden. Reports to the DCGP Board of Directors. 1x/month

**Number of volunteers\***

Please provide the number of volunteers required for this initiative, grouped by volunteer activity.

*Character Limit: 1500*

A total of 93-148 volunteers will be required for this initiative.

Gardening 101 Classes – 2-6 class assistants

Neighborhood planning meetings – 6-8 assistants

Community Liaison/Garden Coordinator – 1

Garden meetings/work days (e.g. fall clean-up & regular maintenance) – 6-20

Installing the garden:

Site prep – 2-6 (working with contractor)

Put up sign – 2-4

Deer fence – 6-10

Tilling in compost & marking the site – 8-10

Build rainwater catchment – 2-4 (working with contractor)

Install rainwater catchment – 2-4 (working with contractor)

Install 3-bin pallet compost system – 4-8 people

Spring Fling & Healthy Eating Fair – 30-40

## Neighborhood Harvest Fair – 4-8

## Annual DCGP Harvest Dinner Celebration – 12-20

### **Types of volunteers\***

Please include information about the types of volunteers needed such as age, residence in the community served, skills, professional qualifications, prior work experience, background check requirements, and other relevant demographic information.

*Character Limit: 1500*

**See attached**

### *Timeline*

#### **High-level timeline\***

Please provide a timeline for the initiative, including start and finish dates as well as key milestones. You may enter information in the text box or upload a file.

*Character Limit: 3500 | File Size Limit: 1 MB*

**See attached**

### *Resources*

#### **Budget\***

Please upload a budget for the initiative and use of grant funds.

*File Size Limit: 3 MB*

**See attached**

#### **Plans to secure resources\***

What are your plans to secure the financial and in-kind resources required, outside of funds requested through this grant? Please provide detail on the sources and amount to be secured from each source. We are particularly interested in what city resources are committed to the initiative as well as how the grant funds will leverage other resources. Note that grant funds may not be used to supplant existing city-supported activities or personnel.

*Character Limit: 1500*

**Professional in-kind support has already been pledged in several key areas. Lisa Luokkala of Healthy Duluth Area Coalition will assist with designing the perception surveys. Dan Kislinger, an architect & Land Stewardship Committee member, will draw & refine site plans. The City of Duluth is offering graphic design support for creating posters and promotional materials.**

**We will solicit donations & matching support for activities such as signage and printing costs from the specific vendors involved.**

**There is support in the local business community and service organizations for developing community gardens in Lincoln Park. Once this initiative is underway, we will make formal proposals to these groups to secure matching funds for items such as fruit trees and shrubs, picnic tables and other neighborhood requests (as part of the site design).**

We have a Garden Mentor/Educator, which is a part-time grant funded position. This grant will enable us to cover her time on this initiative and we are also seeking other grants to continue and expand this position throughout the year.

This initiative will help leverage future support for this and similar projects. The broad base of support among the partners on this initiative – DCGP, Parks & Recreation, Healthy Duluth Area Coalition and the Mayor’s office – will make it of interest to local funders. The impact assessments in this initiative will generate data of great value as we pursue funding for future projects, as well.

#### *Risks*

##### **Possible risks\***

What risks do you foresee in launching and implementing the initiative (such as legal risks, challenges to effective execution, etc.)? For each risk, include your plans to address the risk.

*Character Limit: 1500*

The Lincoln Park neighborhood, through both academic and community research, has shown a strong desire for fresh food options and has even cited community gardening as a strategy to address the food access need. Intensively focusing on an underserved neighborhood has its foreseen risks. The largest perceived risk is building and maintaining community engagement and buy-in around the community gardening program – meetings, classes, events, and the actual gardening itself. Gardening is labor intensive and requires dedication of time. Working specifically in a low-income neighborhood that has experienced a disinvestment of food for decades, we anticipate a need to invest resources to support new gardeners and cultivate understanding of gardening. DCGP aims to reduce this foreseen risk by creating a stipend for a community liaison/garden coordinator for the Lincoln Park neighborhood. This position will be filled by a resident of the neighborhood who will maintain day to day communication with gardeners, increase awareness of the DCGP in the neighborhood and offer support to gardeners throughout the growing season.

#### *Role of Mayor*

##### **Role of Mayor in Initiative\***

Describe the role of the Mayor in implementing the initiative.

*Character Limit: 1500*

The Mayor will be invited to play an active role in rolling out the initiative in Lincoln Park - from inviting residents to get involved to highlighting the importance of the effort to the broader community. Mayor Ness will also be asked to speak at key initiative events.

#### *Team and responsibilities*

##### **Design team\***

List the members of the design team that created this initiative plan, including names, titles, and organization.

*Character Limit: 1500*

Jahn Hibbs – Program Coordinator, Duluth Community Garden Program

Lisa Luokkala – Executive Director, Healthy Duluth Area Coalition

Cheryl Skafte – Volunteer Coordinator, City of Duluth

Jessica Tillman – Office of the Mayor, City of Duluth

**Advisory roles:**

**Dan Kislinger – Land Stewardship Committee, Duluth Community Garden Program**  
**Paul Treuer – Land Stewardship Committee, Duluth Community Garden Program**  
**Sarah Nelson – Board President, Duluth Community Garden Program**

**Lead organization\***

Provide information about the organization responsible for leading the implementation of the initiative, including organization name, number of staff working on the initiative from the organization, and amount of time to be spent on the initiative.

*Character Limit: 1500*

**The Duluth Community Garden Program (DCGP) will lead implementation. DCGP is a not-for-profit organization, with over 30 years of experience developing, maintaining and administering community gardens. DCGP's mission is growing healthy food in community, which is accomplished by providing access to garden land, knowledge, physical resources such as tool lending and affordable seeds, and opportunities to build and participate in community.**

**DCGP Program Coordinator - 8 hours per week to develop, oversee & assess this initiative**

**DCGP has been assigned a MN GreenCorps member for 2012-13 to work on community engagement and volunteer coordination around developing new and optimizing existing community gardens. This member will be able to contribute an average of 10 hours per week to this initiative.**

**DCGP Gardening Mentor/Educator – Approximately 60 hours for classes & site visits**

**The Land Stewardship Committee, while volunteer, will also contribute an additional 80 hours of skilled support in designing and installing the garden.**

**Implementation team\***

Indicate additional organizational partners that will play roles in implementing the initiative. Please include the operating partner responsible for recruiting, training, and supervising volunteers and other key partners, including anyone else in city government.

*Character Limit: 1500*

**Cheryl Skafta, Volunteer Coordinator for the City of Duluth, will assist with recruiting volunteers.**

**Lisa Luokkala of Healthy Duluth Area Coalition will design perception surveys and assist with other measurement tools.**

**Staff in the City Planning Department will assist with legal set-up for usage of the property for community gardening.**

**Partner letters**

Upload a letter of commitment from each partner confirming their role in implementation of the initiative.

*File Size Limit: 1 MB*

**See attached.**