



Report to: Greenprint Steering Committee

Date Report Authored: December 16, 2013

SUBJECT: Markham Organic Home Gardens Pilot Project
PREPARED BY: Prabh Banga, Sustainability Coordinator, x5283

RECOMMENDATION:

- 1) That the report titled Markham Organic Home Gardens Pilot Project and the accompanying Pilot Project Report (**Appendix A**) dated December 16, 2013 be received;
- 2) That the Markham Organic Home Gardens Program be approved for city-wide implementation in 2014 led by the Sustainability Office at gross cost of \$37,700. \$15,000 of this will be funded from Project # 14064 Community Food Projects; \$17,700 will be funded through the City's Career Edge Program, already included in the 2014 Operating Budget and \$5,000 will be funded through corporate sponsorship. The net cost to the City will be \$32,700.
- 3) That staff in the Sustainability Office report back on the 2014 Markham Organic Home Gardens Program at the end of 2014;
- 4) And that staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

This report recommends expansion of the Markham Organic Home Gardens Program (MOHG) to the entire City of Markham. This recommendation aligns with the priority of food security and the objectives and recommendations identified in the Greenprint, Markham's Community Sustainability Plan. Staff from the Sustainability Office have worked together to devise a plan for a citywide implementation in 2014. The Sustainability Office will lead the program in its development, implementation and evaluation stages for 2014 and report back at the end of 2014.

PURPOSE:

This report highlights the MOHG Pilot Project as carried out in Ward 7 in 2013. It provides a discussion of the development and implementation phases of this pilot project and provides recommendations for a city-wide program for 2014 based on the evaluation of the pilot.

BACKGROUND:

The Greenprint is a long-term plan to address community environmental health, social and cultural well-being, and economic vitality. One of the priorities identified in this plan is food security, which means the ability of community members to have access to safe, culturally appropriate, affordable, and healthy food. Below are two food security objectives and the related recommendations, as listed in the Greenprint:

Support education and engagement in the local food system

- 60: Continue to educate the community to avoid food waste and divert food from waste stream, including promoting home and small-scale composting and/or large scale biofuel digestion
- 61: Support education and training on soil health, food growing and healthy eating
- 63: Assist gardeners in knowledge sharing through events, workshops and resources

Significantly increase community-based food production opportunities

- 65: Continue to promote opportunities such as home-based food growing and developing demonstration gardens
- 66: Provide assistance to existing neighbourhoods in amending soil (part of the objective)
- 70: Foster a forum for residents to share available land and gardening knowledge

In addition to the Greenprint, the City of Markham has The Markham Food Charter. The following values in the charter specifically apply to the MOHG program:

- Community ownership of healthy, locally-grown and processed food.
- Locally-grown traditional and world foods.
- Food literacy and skills for all residents, with a focus on food growing, healthy cooking and composting.

In order to address the above Greenprint recommendations and to employ Markham's Food Charter, the city introduced the MOHG Program. This program aligns with the above recommendations by empowering Markham residents to grow their own organic produce and engaging them in workshops and events where they can teach and learn from one another. To execute the pilot project, two Community Animators were hired to work part-time for six months for a total cost of \$17,235. The pilot project was developed, implemented, and evaluated using the community-based social marketing (CBSM) approach. Unlike conventional approach, the CBSM approach is pragmatic and therefore very effective in fostering positive behavioural changes¹. There are five steps to this approach: 1) selecting behaviour, 2) identifying barriers and benefits, 3) developing strategies, 4) piloting, and 5) broad-scale implementation and evaluation. Following the principles of community-based social marketing (CBSM) approach, engaging Markham residents in organic food growing at home is the behavioural change targeted. After the barriers and benefits were identified through a focus group, a set of strategies was developed and incorporated into a pilot in Ward 7. Finally, it was evaluated to assess the level of success and identify recommendations for a city-wide program.

OPTIONS/ DISCUSSION:

The pilot project had the objective of 100 households registered in 2013. This objective was fulfilled by registering 115 households in the program by September 2013. This, along with interest from residents outside of Ward 7 illustrates the level of interest in the MOHG Program. To further the objectives of the Greenprint identified below, it is important to expand the program to all of Markham in 2014. The goal for the 2014 program will be to register 100 households per ward, making the total registration goal 800 residents.

¹ www.cbsm.com

The York Regional Food Network (YRFN) organizes and executes workshops on gardening topics and partnering with this group for the workshops is a strategy that will aid the expansion of the program across the City. The topics and locations will be chosen in collaboration with YRFN and workshops may take place simultaneously to make them accessible for gardeners in different parts of the City.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

The development and implementation of the MOHG 2014 Program across the City will be a gross cost of \$37,700. \$15,000 of this will be funded from Project # 14064 Community Food Projects; \$17,700 will be funded through the City's Career Edge Program, already included in the 2014 Operating Budget and \$5,000 will be funded through corporate sponsorship. The net cost to the City will be \$15,000.

For 2014 the total proposed cost breakdown, subject to the processes and approvals outlined in the Markham Organic Home Gardens Project Report, is as follows:

Career Edge Intern	\$17,700
Food	\$1,200
Workshop Materials	\$3,800
Speaker Fees	\$2,000
Labour	\$6,000
Communication Materials	\$2,000
Incentive Products	\$5,000
Total Cost	\$37,700
Project # 14064 Community Food Projects	\$15,000
Career Edge- 2014 Operating Budget	\$17,700
Corporate Sponsors (toward Incentive Products)	\$5,000
Total Funding	\$37,700

Staff in the Sustainability Office, in collaboration with Corporate Communications and Community Engagement, will be seeking sponsorships from various companies, such as local nurseries and garden centers targeting \$5,000 (cash or in-kind) to reduce the City's contribution to a net cost of \$32,700. The sponsorships are to offset the cost of incentive products for participants signing up for the program and increase the awareness of the Greenprint among the private sector.

HUMAN RESOURCES CONSIDERATIONS

The Sustainability Office will lead the Markham Organic Home Gardens Program and coordinate the participation of all necessary City departments. A temporary (6 months) full-time intern will be required to assist with the organization, execution, and evaluation of the program in 2014. As mentioned above, the intern will be hired through Career Edge at a cost of \$17,700.

ALIGNMENT WITH STRATEGIC PRIORITIES:

This report aligns with recommendations in the Greenprint, Markham's Community Sustainability Plan and Markham's Food Charter.

BUSINESS UNITS CONSULTED AND AFFECTED:

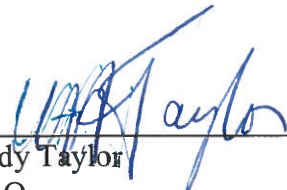
The following departments will continue to work together on the city-wide program: Sustainability Office, Operations, and Corporate Communications and Community Engagement.

RECOMMENDED

BY:



Graham Seaman
Senior Manager, Sustainability



Andy Taylor
CAO

ATTACHMENTS:

Appendix A: Pilot Project Report

Appendix A: Markham Organic Home Gardens Pilot Project Report

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1.0 Introduction

The Greenprint, Markham's Community Sustainability Plan is a long-term plan to address environmental health, social and cultural well-being, and economic vitality. One of the priorities identified in this plan is food security, which means the ability of community members to have access to safe, culturally appropriate, affordable, and healthy food. Below are two food security objectives and the related recommendations, as listed in the Greenprint:

Support education and engagement in the local food system

- 60: Continue to educate the community to avoid food waste and divert food from waste stream, including promoting home and small-scale composting and/or large scale biofuel digestion
- 61: Support education and training on soil health, food growing and healthy eating
- 63: Assist gardeners in knowledge sharing through events, workshops and resources

Significantly increase community-based food production opportunities

- 65: Continue to promote opportunities such as home-based food growing and developing demonstration gardens
- 66: Provide assistance to existing neighbourhoods in amending soil (part of the objective)
- 70: Foster a forum for residents to share available land and gardening knowledge

In addition to the Greenprint, the City of Markham has The Markham Food Charter. The following values in the charter specifically apply to the MOHG program:

- Community ownership of healthy, locally-grown and processed food.
- Locally-grown traditional and world foods.
- Food literacy and skills for all residents, with a focus on food growing, healthy cooking and composting.

In order to address the above recommendations, the city introduced the Markham Organic Home Gardens (MOHG) program. This program aligns with the above recommendations by empowering Markham residents to grow their own organic produce and engaging them in workshops and events where they can teach and learn from one another.

1.1 Background

The MOHG program is based on the notion that growing organic food at home has many benefits: improves health, saves money, reduces environmental impact, and enhances one's self-reliance and sense of pride. In order for Markham residents to maximize these benefits, they must maximize the space (e.g. backyards, balcony, and window sill) they own or have access to and grow organic produce in that space. Following the principles of community-based social marketing (CBSM) approach, it was decided that this program would be piloted in Ward 7. In the latter part of spring 2013, two part-time Community Food Animators (CFAs) were hired to lead the development, implementation, and evaluation of the pilot program. Their duties included:

- Conduct a focus group meeting to understand community needs for food program
- Develop and execute communication strategy for launching and running the program
- Develop, organize, and execute workshops about various food gardening topics
- Visit residents' home gardens to provide advice and tips
- Conduct a focus group as part of program evaluation
- Evaluate the pilot project for expansion to other parts of Markham

- Generate report to Greenprint Steering Committee with recommendations

1.1.1 The Approach: Community-Based Social Marketing

MOHG pilot project was developed, implemented, and evaluated using the CBSM approach. Unlike conventional approach, the CBSM approach is pragmatic and therefore very effective in fostering positive behavioural changes¹. There are five steps to this approach: 1) selecting behaviour, 2) identifying barriers and benefits, 3) developing strategies, 4) piloting, and 5) broad-scale implementation and evaluation. This report will analyze the MOHG pilot project through the lens of CBSM.

First, the behavioural change targeted by this pilot is for Markham residents to engage in organic gardening at home. This target has two folds: 1) those that already grow organic food should continue and adapt new organic practices and increase their food production; and 2) those that do not grow organic food should start an organic home garden.

Second, as part of program development, a focus group meeting was organized to understand the gardening experience of Ward 7 residents so that a successful pilot could be designed. Through an informal conversation with a group of 14 Ward 7 residents, we explored the social, cultural, economic, and environmental conditions (barriers and opportunities) for increasing food growing opportunities. See section 1.2 for details about the focus group.

Third, various strategies were developed based on feedback from the focus group. They included incentives, marketing and promotion, events (i.e. workshops and harvest festival), and garden visits. See section 2.0 for details about the strategies.

Additionally, based on the feedback from the focus group, the following incentives were finalized for those who registered in the pilot:

- Free compost
- Free workshops with certification
- One personal visit by a gardening expert for tips and guidance
- Bi-weekly newsletters with tips and recipes
- Opportunities to borrow gardening tools
- A chance to win a gift basket
- A chance to have garden featured in Councillor Kanapathi's Ward 7 newsletter

Other incentives included gifts (e.g. water bottle or flash light) for participating in workshops, registering in the program, and contributing to the newsletters.

Fourth, these strategies were tested through the pilot project that focused on Ward 7. This was crucial before investing resources into a city-wide program that could potentially fail and thus waste time and resources. See section 2.0 for details about the pilot project.

Finally, an evaluation of the pilot was carried out to understand the lessons learned and how to improve the strategies for a city-wide implementation. As well, a set of recommendations for next year are provided based on the evaluation. See section 3.0 and 4.0 for details about the program evaluation.

1.2 Focus Group

¹ www.cbsm.com

A focus group was held on Wednesday, June 5, 2013 before the program commenced to understand the barriers and needs of Ward 7 residents (See **Appendix A** for full Focus Group Summary). The program was designed based on the feedback received from the 14 participants (identified by Councillor Kanapathi) who attended the meeting.

Key findings:

- Growing food is not a new practice as many have done it in their homeland personally or their parents or grandparents have done farming
- There is a consensus that organic home gardening has many health, economic, and social benefits
- Knowledge of organic gardening exists but additional information and resources would be beneficial
- Need compost as soon as possible; identified issues with last compost delivery, and offered new ways to deliver compost
- Interested in learning specific techniques to grow organic food at home
- Willingness to donate food to food bank with facilitation from the City
- Weekday evenings are best time for workshops
- Corn and easily grown vegetables (e.g. tomatoes) were suggested as examples for logo
- Identified barriers:
 - o Organic gardening is challenged by limited access to manure and good soil quality
 - o No knowledge of growing food limits residents' ability to start or continue food gardening

2.0 The Pilot Project

The pilot project commenced in summer 2013 with support from Councillor Kanapathi. The pilot project allowed the city to test the effectiveness of the program prior to implementation at a large scale. This pilot was developed based on the following:

Objective:

- To significantly increase community-based food growing opportunities through home gardening

Goal:

- To register 100 organic home gardens of Ward 7 in the Markham Organic Home Gardens in 2013

In addition, the pilot also included a component to encourage residents to donate some of the produce to the local food bank. In 2009, there were 10,000 food bank clients in Markham and this exemplifies that food security is a priority in Markham because not all residents are able to access adequate or appropriate food. The participants' food donation was measured throughout the program.

2.1 Workplan

Objective	To significantly increase community-based food growing opportunities through a focus on home gardening in Ward 7	
Key Deliverables	1. A focus group with 8-10 key stakeholders to develop the scope of the pilot project 2. A series of three workshops for the 100 participants enrolled in the program 3. Expertise to support the 100 participants enrolled in the program throughout the growing season 4. Delivery of compost to neighbourhood site for 100 participants enrolled in the program to pick up 5. Community-based social marketing research to understand barriers to home gardening in Markham 6. Evaluation of the program and staff report with recommendations on options to continue and expand the program	
Activities		2013

		May	Jun	Jul	Aug	Sept	Oct- Dec
1.	Approval for the "community food" staff position	X					
2.	Focus group with 8-10 potential participants		X				
3.	Hiring for the "community food" staff position	X					
4.	Program developed		X				
	- Detailed workshop schedule		X				
	- Demonstration sites identified	n/a					
	- Partnerships established	n/a					
	- Budget finalized		X				
	- Compost delivery confirmed		X				
5.	Implementation of program		X				
6.	Measuring program's key performance indicators, including measuring weight of food produced and donated to food bank		X	X	X	X	
7.	Conduct community-based social marketing research		X	X	X	X	X
8.	Program evaluation and staff report					X	X

See **Appendix B** Proposed Workplan 2014.

2.2 Budget

The total cost of the pilot project was \$19,088.56.

TYPE OF EXPENSE	AMOUNT (\$)
Food	412.49
Workshop Materials	232.10
Gifts/Incentives for Members	1051.73
Travel	157.28
Community Animators	17234.96
TOTAL	19,088.56

2.3 Communications

2.3.1 Marketing and Promotion

The following mediums were utilized to create awareness about the program and to achieve the objective of 100 households registered in the program. Updates and additional information were provided via phone and email to program members.

- Call/email from CFAs
- Announcements at community groups' meetings/events
- Outreach at various city and community events
- EIB (TV ads in city facilities)
- Markham Economist and Sun
- Posters/flyers at Armadale community centre
- Marquees at Armadale, Centennial, and Cornell community centres
- City E-News
- Checkmark

2.3.2 Workshops

In order to engage and empower residents to participate in the program and practice organic gardening at home, it was important to deliver workshops with information on various gardening topics. As such, a series of three workshops was held every month from June to August 2013.

WORKSHOP #1		
Thursday, June 27, 2013 Denison Room, Armadale Community Centre	"Growing What is Healthy" Topics: - Gardening basics: weeding, seeding, planting - Soil quality - Home composting - Organic pest management Incentive: compost	26 participants
Comments: <ul style="list-style-type: none"> - Participants inquired about weed and pest control - Commented that organic pesticides are expensive and wanted to learn about economical and organic ways to prevent pests - Free compost attracted many participants - Certificate of membership was important for many participants 		
WORKSHOP #2		
Saturday, July 27, 2013 Denison Room, Armadale Community Centre	"Good Care and Good Growth" Topics: - Growth of plants - Hands-on container gardening Incentive: compost (half of workshop #1); gardening container with soil and plant	25 participants
Comments: <ul style="list-style-type: none"> - There was a lot of interest about gardening in containers due to its simplicity and ability to grow in winter - Many enjoyed the hands-on container gardening, which they took home - All participants showed interest in the free compost 		
WORKSHOP #3		
Saturday, August 24, 2013 Denison Room, Armadale Community Centre	"Planning for Next Year" Topics: - Guest Speaker: Bryan Gardham, Founder of Backyard Groceries fall gardening preparation and soil amendment. - Hands-on seed saving Incentive: seed saving jar with tomato seeds - Elizabeth Myers, Community Librarian at Cornell Library talked about the Markham Grows Seed Library Pilot Project	25 participants
Comments: <ul style="list-style-type: none"> - Seed saving was a new technique for most of the participants - Participants were interested in what Bryan discussed 		

2.3.3 Harvest Festival

An informal gathering was held on Saturday, September 21, 2013 to celebrate the harvest season and the success of pilot project. There were about 25 participants along with Councillor Kanapathi and Andy Taylor, Chief Administrative Officer. It was pot-luck style where participants brought food from home to share with others. It was an opportunity for program members to meet one another and share their gardening experiences.

2.3.4 Garden Visits

As stated above, one of the program incentives is one personal visit by a gardening expert. Both CFAs visited about 34 gardens for about 15-30 minutes over 4 days to answer questions and address concerns of the gardeners.

As well, Councillor Kanapathi had a contest whereby three winning gardens would be featured in the Ward 7 newsletter in the fall of 2013. During the garden visits, the CFAs graded the gardens based on set criteria. See **Appendix C** for Contest Criteria.

The following are issues and concerns raised by gardeners during the garden visits Issues/concerns raised by gardeners:

- Poor soil quality
- Pests eating leaves and fruits on trees
- Need someone to help start a garden
- Physical illness makes it challenging to garden
- Some plants do not form strong roots and leaves turn yellow
- Have a big squash plant that only grows big leaves and flower but no squash
- This year, weather was not favourable to gardening (i.e. temperature fluctuated many times)
- Some backyards are on a slope and that causes any plants at the bottom of the slope to become unhealthy due to excess water

Observations from the CFAs based on the garden visits:

- Not everyone maximizes space available in their backyard
 - o Family too busy to garden
 - o Labour-intensive
- Many do seed saving for a variety of vegetables (e.g. spinach, onions)
- Many have a plot at the Markham Village Community Garden
- Tips from workshop were applied (e.g. compost, compost tea and soap water, container gardening)

3.0 Evaluation

According to the surveys, observations by the CFAs and feedback from program members, this program has achieved the goal "to significantly increase community-based food growing opportunities through home gardening" by educating participants about how to successfully grow organic food at home, by engaging them through hands-on workshops and friendly competitions, and by empowering them with the necessary information and resources. The objective "to register 100 organic home gardens of Ward 7 in the Markham Organic Home Gardens in 2013" was achieved through extensive community outreach and by providing incentives for participation.

With respect to the food security objectives mentioned in section 1.0, the participants were provided with educational and engagement opportunities: through workshops and garden visits where the CFAs

encouraged gardeners to divert their food from waste stream by creating a home compost; through workshops where they learned about soil quality, soil amendment, growing food at home, and organic food; and by creating workshops and other events that bring gardeners together to share their gardening experiences. As well, the pilot contributed to an increase in community-based food production opportunities: by stressing the benefits of gardening and offering hands-on workshops on container gardening and seed saving; by providing step-by-step instructions on how to amend soil; and by organizing events whereby gardeners can share their knowledge and learn from others.

3.1 Results

The goal was to register 100 households in the program. By mid-September, there were 115 households participating in the program. Of those, 84 households are in Ward 7 and 31 households are in Ward 3, 4, 5, 6, and 8. See **Appendix D** for Map of Households in Pilot Project

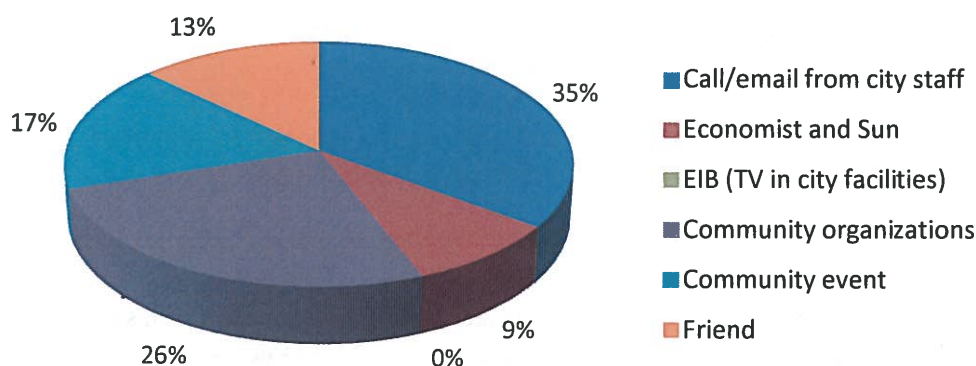
In addition, about 50 lbs of produce was donated by program members at workshops and during garden visits. There were two factors that contributed to the amount of food donated: program members were personally approached by the CFAs during the garden visits to make donation and each household received half a point towards the Councillor's newsletter contest if they donated produce from their garden. According to the feedback from participants, each household produced an average of 28 lbs for use at home.

3.2 Summary of Participant Survey

During the harvest festival, attendees completed a survey about the program. The survey had a 96% response rate. See below for results from the survey.

3.2.1 Communication for Program Awareness

Question: How did you hear about the Markham Organic Home Gardens Program?

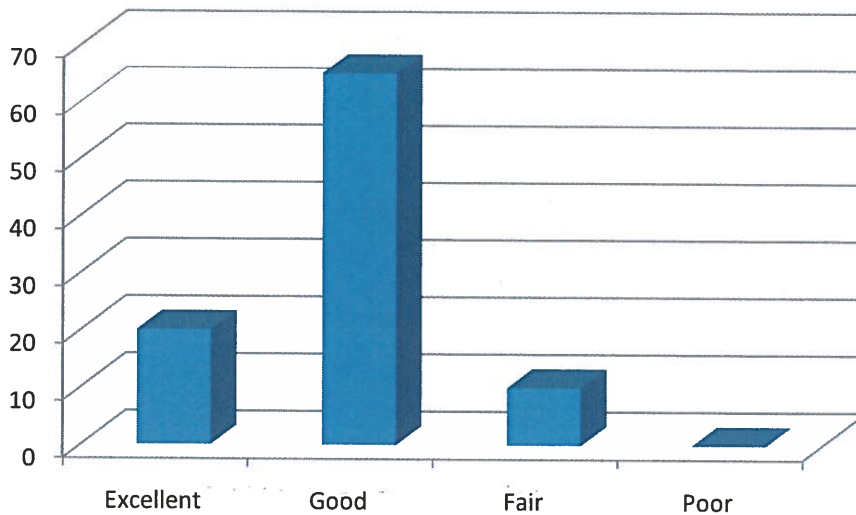


The EIB advertisements were not effective in this pilot project because there are no city facilities with an EIB in Ward 7. However, it should not be excluded for 2014 as it has the potential to create awareness

among residents in other parts of the City. The other available mediums will be leveraged for 2014 as each one can target different parts of the population.

3.2.2 Post-Program Knowledge of Gardening

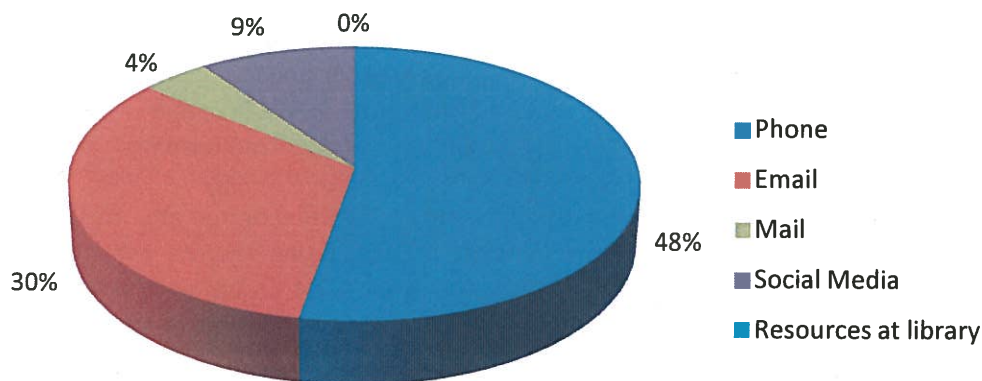
Question: Your knowledge of organic gardening after participating in the program was excellent, good, fair, or poor (they had to select one). Result are in percentage.



This illustrates that through this program, members gained new knowledge. At the same time, there is room for improvement in the program to further their knowledge.

3.2.3 Medium for Information and Updates

Question: how do you like receiving information and updates about the program?



More than half of the program members do not have an email address; phone was their primary way of communication. Although effective, communicating via phone was time consuming during the pilot. In 2014, contacting participants via participants will not be the primary mode of communication; the other mediums will be utilized more often.

3.2.4 Like about the Program

Question: what did you like most about the program?

- | | |
|------------------------|-------------------------|
| - Workshops | - Simplicity of program |
| - Guest speaker | - Visit to home garden |
| - Learning from others | - Like everything |
| - Friendly staff | |

The face-to-face interaction was valuable as it allowed program members to feel that they are part of a group with similar interests. Introducing a gardening expert and meeting other members increased interest in gardening. The garden visits helped to validate the City's commitment to increase local food growing opportunities. As well, the informal relationship between the CFAs and the members promoted a healthy learning environment and opportunities.

3.2.5 Dislike about the Program

Question: what did you like least about the program?

- Everything was good
- Not active enough

Some members have the perception that the program was not active because it started in June and time was a constraint for more than three workshops. As well, because the CFAs started with the City at the end of May and the program had to be launched immediately to avoid further loss of time, it was not feasible to establish a communication strategy/plan for program promotion.

3.2.6 Improvements

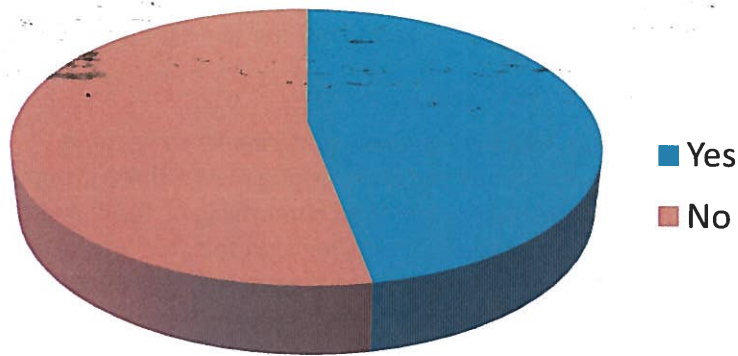
Question: what improvements would you recommend for this program?

- | | |
|--|------------------------------|
| - More diverse participants | - More events and workshops |
| - Instructions in different languages | - Once a month workshops |
| - Everyone should speak English | - Supply seeds and compost |
| - More information about individual plants | - More publicity for program |
| | - Get knowledge from farming |

Among the members, many were South Asians and majority of them spoke Tamil or Punjabi. This could be explained by the fact, about 46 percent of Ward 7 residents are of South Asian descent. Informal translation was provided but participants would benefit from a well-organized translation at workshops and in communication materials. Because the program launched in June it was possible to incorporate only three workshops into the pilot.

3.2.7 Greenprint Awareness

Question: were you aware of the Greenprint before joining this program?



The Greenprint and its association with the program were highlighted in the workshops and this made a positive contribution towards creating awareness about the Greenprint.

3.2.8 Additional comments or suggestions:

- Provide more information
- More similar programs (e.g. recipe sharing)
- Start in May
- Do every year
- Good work

While many were happy with the pilot, there are ways to improve the strategies for next year. Next year, the program will commence in April and will better prepare enable gardeners to grow organic food at home.

3.3 Lessons Learned

3.3.1 Successes

Garden visits allowed the CFAs to personally see some of the issues with growing (organic) food. The personal interaction was a great opportunity for those who are often timid to speak in public settings. As well, it fostered a healthy relationship between the CFAs and the gardeners.

The workshops encouraged participation in the program and offered new knowledge about organic gardening practices. The hands-on components were enjoyable as participants were directly involved in a gardening activity. For instance, the container-gardening and seed saving workshops were lively and encouraged participation because each of these workshops provided them with an activity to engage in and offered them new experiences. Having a special guest/guest speaker at workshop #2 added different perspectives to the discussions. The different program incentives provided (see section 1.1.1) were successful in drawing people to the workshops. More specifically, the provision of compost at the end of the workshops was successful at drawing people.

The harvest festival was successful at creating an environment for informal conversations between members and between members and city staff, including Councillor Kanapathi and the CAO.

3.3.2 To Improve

Many of the participants did not use English as their first language. This presented a problem because the workshops and materials were in English and there was not a strong strategy in place for managing translation. Among the participants who attended the workshops, many spoke Tamil and Punjabi.

Translation in Tamil was provided by the CFAs when needed and translation in Punjabi was provided by

community residents and the Sustainability Coordinator (city staff). When expanding the program, translation should be considered as Markham is a diverse community and has many predominant languages.

An ice breaker was introduced in workshop #2 with the intention to allow participants to become familiar with one another and make new connections/networks but what resulted were three groups: one comprising of Tamil woman, second comprising of Sikh men, and third comprising of Tamil and Asian men. This grouping was interesting and illustrates that participants feel comfortable interacting with those they can relate to and/or speak the same language. A different kind of ice breaker that can permeate through the language barrier is ideal for the participants to meet new people in their community.

Lastly, it is important to note that more than half of the members did not have email addresses. This presented a problem when communicating with participants about the program. In return, this affects the type of medium that had the most impact for program awareness and as well as their preferred medium for future communication.

3.3.3 Post-Program Focus Group

On Wednesday, October 23, 2013 a focus group meeting with 12 program participants was held. The intention was to get their feedback on the pilot project and to collect suggestions for a city-wide program next year. See chart below for questions from city staff and the participants' comments.

QUESTIONS		COMMENTS
PILOT PROJECT		
What part(s) of the program helped to increase your knowledge or skills in organic gardening?		<ul style="list-style-type: none"> - Guest speakers sharing their experience - Hands-on components - Workshops helped to increase knowledge - Liked the opportunity to talk to other about gardening tips
What part(s) didn't?		<ul style="list-style-type: none"> - Room was too large and therefore hard to hear - Not enough workshops
What did you find difficult about organic home gardening?		<ul style="list-style-type: none"> - Clay soil makes it hard to grow plants - Pests and weed management was challenging
Were you able to inspire your family members as well as neighbors?		<ul style="list-style-type: none"> - Neighbours already have organic garden - Educated husband about organic gardening - Neighbours and friends
COMMUNITY PARTICIPATION		
What organizations would you recommend we connect with to increase participation?		<ul style="list-style-type: none"> - Church (e.g. Toronto Chinese Community Church at Warden and Steeles); address groups and inform the about program - Senior clubs - Hand out flyers and post at Gurdwara - Social Services Network - All community centres - Schools
How can we encourage school going children to		<ul style="list-style-type: none"> - Workshops for children at Sunday school at

become active in organic home gardening?	church - Workshops at schools
Which methods of communication would you recommend?	- Email - Phone - Mail
What motivates you to grow organic food at home?	- Healthy and tasty food - Growing food makes us happy - Leisurely activity for retired people - Exercise - Fresh vegetables grown by us - Purchase less vegetables from the store - Spend less
How would you like to communicate your gardening issues with the Community Food Animator? (e.g. phone or email)	- Phone, email, meetings, workshops
WORKSHOPS	
How can we improve the workshops?	- Start workshop in early May or latest Victoria Day weekend - Separate workshop on soil preparation in September - Try to have same participants at every workshop; this helps to make new friends - Start workshop in March and discuss garden preparation
What would encourage you to attend them?	- To clear doubts, to share ideas, and for incentives
What topics do you want us to cover?	- Soil quality issues and how to amend - Pest management - How to treat diseased fruit trees (e.g. plum, peach) - Growing different kinds of vegetables - Soil preparation - Home composting
What days, times, and locations best work for you for workshops?	- Weekday evening better than weekends that are busy - Evenings after 6pm - Weekend during the day - Not Sunday - Saturday 4-6 at Armadale Community Centre - Armadale Community Centre as workshop venues
INCENTIVES	
What incentives would encourage you to participate in the program and to grow organic food at home?	- Resources or tips on places that can deliver good soil at home and businesses that help with garden start ups

	<ul style="list-style-type: none"> - Free compost (in May) but have to check ID to ensure residency in Markham - City compost is good - Rain barrel (promote York Region's sale) - Carpooling for workshop participants - Garden visits by gardening experts
Coupons from garden centres? Where do you shop for gardening materials?	<ul style="list-style-type: none"> - Coupons will help purchase gardening materials - Lowe's, Garden Basket, Canadian Tire, Walmart, No Frills, Home Depot
Products with discount?	<ul style="list-style-type: none"> - Discounts to purchase gardening tools, and fruit trees/plants, garden hose

3.4 Opportunities

Based on the results from the participant surveys, focus groups and observations from the CFA's, below are opportunities identified for the program.

- 1) **Existing knowledge base:** Markham residents already have knowledge about organic gardening. There is an awareness about the need to consume organic food and many understand the value of growing them at home (environmental, social, health, and economic benefits). The expansion of this program will leverage the existing knowledge base and interest.
- 2) **Education about soil quality:** In the focus group, participants claimed that they have poor soil quality; they get clay soil when they dig their backyard in preparation for gardening. They felt that they have limited access to manure, which can help amend the poor soil quality. As well, during the garden visit, the CFAs have observed that plants in some backyards are not thriving and it may be due to poor soil quality (no technical quality tests were done during the visits). For this reason, the last workshop included a discussion on how to amend soil and it should be included in a workshop in 2014 as well.
- 3) **Monthly workshops:** Gardening experience is moderate among some participants and when faced with unhealthy plants, they are frustrated and discouraged. At the same time, some have no knowledge of food growing and require basic gardening lessons. Many complained that they did not have the same yield as previous years due to poor weather conditions. Monthly workshops will help to educate gardeners with a range of knowledge on how to grow healthy plants and how to protect them from the different elements. The interactions with other gardeners will also reduce their anxiety.
- 4) **Assistance with starting up a garden:** Some participants have large backyards but do not maximize the space available for food growing. They have indicated the following barriers for this: need help to start up a garden (particularly the seniors); it is labour-intensive to manage a large garden; too busy and have no time to engage in gardening practices. In the welcome package received by every registrant, there should be a list of people or businesses that help with garden start-up.
- 5) **Raised beds:** During the garden visits, two of the households raised concerns about the slope of their backyard. Their backyards slope downwards from the house to the end of the property. The plants at the end of property do not thrive because they retain excess water, which is

unhealthy for plants. Raised beds can help rectify this issue and in 2014, participants will be given instructions on how to build them.

- 6) **Communication via phone:** Only 46 percent of the program members have email addresses, which meant that the remainder of the households were contacted via phone. Invitations to events were done by phone to be fair and inclusive of all registered members. This enabled the CFAs to build a healthy relationship with the members and as a result, they were comfortable asking questions and engaging in discussions.
- 7) **Translation:** Many of the participants do not speak or understand English, which made it challenging to communicate with them via email and phone and at workshops. For those who speak Tamil, one of the CFAs was able to provide translation. Participants and the Sustainability Coordinator provided translation in Punjabi. Translation was not provided to those who speak other languages, such as Hindi, and Urdu as it was not immediately available. Because RSVP was not mandatory for workshops, it was difficult to determine the demand for translation. In situations where translation was not available, participants helped one another and this allowed them to make new friends, contributing to their social capital.
- 8) **Information line for assistance:** Originally, it was through garden visits that the CFAs were going to confirm that members had an organic home garden. Therefore, everyone was contacted for visits but since there was little interest from the community, only those that desired a visit were visited. Scheduling and doing the garden visits were time consuming. Participants valued the visits as it was an opportunity for them to show their successes and challenges in their gardens. Instead of providing gardens visits, participants will be able to email or call the CFA with any inquiries.

4.0 Recommendations

4.1 Broad-Scale Implementation

The purpose of the pilot project was to experiment the program before it is applied at a larger scale. The goal and the objective established for this pilot project have been successfully achieved. Having tested the strategy through the pilot project, it is clear that Markham residents are ready to reap the benefits of home-based food production opportunities. For the year 2014, this program should be implemented city-wide, leveraging on the opportunities highlighted above. All parts of the pilot project would be expanded from the focus of Ward 7 to the entire city. For instance, the community outreach opportunities would be sought within the City, communications strategy will target the City as a whole, and workshops would be held in various venues across the city. **The goal of the city-wide program will be to register 100 households per ward, which will be 800 households in Markham.**

Below are specific recommendations for administering a city-wide program in 2014.

- 1) The development and implementation of the MOHG 2014 Program across the City will be a gross cost of \$37,700. \$15,000 of this will be funded from Project # 14064 Community Food Projects; \$17,700 will be funded through the City's Career Edge Program, already included in the 2014 Operating Budget and \$5,000 will be funded through corporate sponsorship. The net cost to the City will be \$32,700.

For 2014 the total proposed cost breakdown, subject to the processes and approvals outlined in the Markham Organic Home Gardens Project Report, is as follows:

Career Edge Intern	\$17,700
Food	\$1,200
Workshop Materials	\$3,800
Speaker Fees	\$2,000
Labour	\$6,000
Communication Materials	\$2,000
Incentive Products	\$5,000
Total	\$37,700

Breakdown of Total Gross Cost

Project # 14064 Community Food Projects	\$15,000
Career Edge- 2014 Operating Budget	\$17,700
Corporate Sponsor (for Incentive Products)	\$5,000
Total	\$37,700

- 2) **Hire a staff resource:** In order to expand this program to other parts of the City, one temporary full-time staff for 6 months is needed to organize and deliver this program. This staff person will be hired through the Career Edge program at a cost of \$17,700, to be funded from the 2014 Operating Budget.
- 3) **Build community partnerships:** York Region Food Network (YRFN) is a non-profit organization that "operates programs, raises awareness and promotes policy changes for increased access to affordable and nutritious food produced within a sustainable food system". They conduct a series of workshops on gardening. Partnering with this organization for workshops will benefit both YRFN and the Sustainability Office; YRFN has the resources and knowledge about gardening and the Sustainability Office has participants and free space. See section 2 of **Appendix B** for Workplan 2014.
- 4) **Seek out sponsorship opportunities:** The Sustainability Office, in collaboration with Corporate Communications and Community Engagement, should seek sponsorship from various companies to offset the City's capital funding. The amount for sponsorships is \$5,000 (cash and in-kind), which will reduce the City's contribution to a cost \$15,000. Establishing sponsorship opportunities can enhance the scope of the program. It will target a larger population for program awareness and increase participation. It will also alleviate some of the financial responsibilities of the Sustainability Office. Additionally, it is a way in which the Greenprint can gain exposure in the private sector. The following are examples of potential companies that the Sustainability Office can seek sponsorship from: Whole Foods (food for workshops), Home

Depot, Rona, Home Hardware, Canadian Tire, No Frills, Garden Basket, Loblaws, Lowe's, Walmart, Sheridan Nurseries, Farm Boys Landscaping and Garden Supplies Inc., Windfall Ecology Centre (for rain barrel), and Lee Valley. The garden centres or stores that install garden centres in the summer can offer discounted products or coupons to program members. Sponsors will be approached in early January 2014. See section 3 of **Appendix B** for more details on timeline for sponsorship.

- 5) **Integration of food programs:** The program can be integrated with the Markham Grows Seed Library. The promotions of these programs can be co-ordinated. For instance, one flyer or email can include information about the different food programs. As well, gardening workshops are relevant to the three programs. Therefore, one series of workshops should be supported by all three programs. Some of the resources developed and/or available can be shared between these programs (e.g. instructions on how to save seeds).
- 6) **Expand communication strategy:** The following mediums should be used for creating awareness about the program and providing information and updates to registered program members.
 - City website
 - Councillors' newsletters that are sent to their respective constituents
 - Ratepayers associations' newsletter and/or email distribution (costs may apply)
 - EIB (TV ads in city facilities)
 - Newspapers: Markham Economist and Sun, SNAP Markham, Markham Review
 - Ethnic newspapers
 - Press release (to all media outlets)
 - Posters/flyers and Marquees at community centre bulletin boards
 - Social media: Facebook and Twitter)
 - o Email to existing program members, community organization, and all city staff
 - o City E-News (sent by Corporate Communications)
 - o Checkmark (Intranet)
 - o Announcements at community groups' meetings
 - o Outreach at various city and community events
 - o Phone where appropriate and desired
- 7) **Online program registration:** Online registration form should be developed as it would make it simpler to collect and organize membership data. It would also be easier to share the link via social media and thus targeting a larger population. Hard copies of the form should be available at the Civic Centre, community centres, and outreach events.
- 8) **Welcome package to registrants:** A welcome package should be emailed, made available for pick up at a city facility, or mailed out. The kit would include the following materials:
 - Month-to-month timeline for starting and maintaining an organic food garden at home
 - List of people or businesses that help with garden start-up
 - List of organic pesticides and where to get them
 - Instruction for soil quality tests, soil amendment and preservation
 - Frequently asked questions (FAQs)
 - Resources for additional information: at the library and on the Internet

- 9) **Increase program incentives:** There should be a set of incentives that can be promised for those who register for the program. The following are examples of incentives that gardeners would find useful:
- a. Free workshops with certification.
 - b. Discounts with sponsoring companies will help to buy some of the gardening materials such as plants, organic compost, tools, fruit trees, corn gluten meal, rain barrel and organic pesticides;
 - c. Monthly newsletters can be posted on the website and/or emailed to all program participants; it can include summaries of workshops, tips, reminders, upcoming events, and recipes;
 - d. Free compost at least once per year;
 - e. Tool library to borrow gardening tools; and
 - f. Free seeds are available through the Markham Grows Seed Library for any Markham resident with a library card.
- 10) **Promote food bank donation:** In order to increase food donation through this program, the future CFA should facilitate an effective way to collect and deliver the donation. One way is for the CFA to collect donation at various events and deliver it to the food bank. Alternatively, the CFA may get a volunteer(s) among the program members to coordinate collection and/or delivery. The latter would create a sense of responsibility and build a sense of community. In order to encourage food donation, program members will be provided with coupons every time they donate produce from their gardens. This exchange can take place at every workshop.
- 11) **Involve children and youth:** Children/youth should be engaged in food growing activities. Workshops in schools can introduce them to gardening and encourage them to grow food at home and/or influence their family members. This can be facilitated through partnership with YRFN and Seeds for Change.
- 12) **Details of workshops and events:**
- a. Timeline: This program commenced in June 2013 and was too late for planting many seeds. Gardeners typically begin to sow seeds in May. Therefore, workshops should start in late April every year followed by monthly workshops on topics pertinent to the time of the year. See **Appendix B** for workshop details for 2014.
 - b. Venues for Workshops: Workshops should be done at different community centres so that everyone has a chance to go to the one closest to them. They can be executed by both the YRFN and the CFA at different venues. Community and/or allotment gardens should be used as sites for at least one of the workshops. Examples of possible sites may include: (Clyde's) Garden at Markham Museum, Kirkham Community Garden, Markham Village Community Garden, and Legacy Organic Community Garden.
 - c. Workshop RSVP: Making RSVP mandatory will better prepare the CFA in organizing translation and communication materials.
 - d. Ice Breaker: Include ice breakers in workshops/events when possible. Beginning each workshop with an ice breaker allows participants to become comfortable with one another and learn new things about one another. This could lead to new connections and networks.
 - e. Hands-On: Given the positive interaction observed in hands-on workshops, every workshop should include a hands-on component to get participants involved and ask questions.

- f. Guest Speaker: Master Gardener or other gardening experts should be invited to share their knowledge and experiences. One program member per workshop should be invited to share their successes and show their plants (if possible). Not only would this recognize the efforts of ordinary gardeners but also create a network of gardeners who can potentially form their own gardening groups outside of the program.
 - g. Incentives: As supported by CBSM, incentives are the best tool to increase workshop attendees. Compost was the most desirable incentive that drew many people. Since there was a surplus of compost at both workshops #1 and #2 orders should be placed with demand in mind. Other incentives such as seedlings, pots, and seed saving jars can be provided at workshops. See section 1.1.1 for incentives provided at each workshop.
 - h. Festival: A harvest festival to mark the harvest season should be held in September and it would be an opportunity for all gardeners to interact with one another and share their experiences and knowledge.
- 13) **Conduct garden visits on a need basis**: The garden visits done during the pilot project were highly valuable. The program members were very appreciative of the visits as it allowed them to show specific problems in their garden and it also helped to establish a relationship with the food animators. However, visits are time consuming and should be offered only to those with specific serious gardening issues.

5.0 Conclusion

The MOHG pilot proved to be a successful program. The pilot project helped to achieve some of the recommendations in the Greenprint for food security at a small scale. It provided educational and engagement opportunities in the local food system and increased opportunities for community-based food production. By expanding this program city-wide, these objectives would be achieved at a broader-scale and thus make a larger contribution to food security in Markham.

Appendix A: Focus Group Summary

Markham Organic Home Gardens Pilot Project

Wednesday, June 5, 2013 6:30 to 8:30pm, Meeting Room, Armadale Community Centre

Prepared by: Reka Sivarajah

Prepared on: Thursday, June 26, 2013

EXECUTIVE SUMMARY

Purpose: To understand Ward 7 residents' gardening experiences in order to design a successful Markham Organic Home Gardens Program.

Methodology: A focus group of 14 Ward 7 residents facilitated by Vasantha Sritharan and Reka Sivarajah with assistance from Katie Burns.

Findings:

- Growing food is not a new practice as many have done it in their homeland personally or their parents or grandparents have done farming
- There is a consensus that organic home gardening has many health, economic, and social benefits
- Knowledge of organic gardening exists but additional information and resources would be beneficial
- Need compost as soon as possible; identified issues with last compost delivery, and offered new ways to deliver compost
- Interested in learning specific techniques to grow organic food at home
- Willingness to donate food to food bank with facilitation from the City
- Weekday evenings are best time for workshops
- Corn and easily grown vegetables (e.g. tomatoes) were suggested as examples for logo
- Identified barriers:
 - Organic gardening is challenged by limited access to manure and good soil quality
 - No knowledge of growing food limits residents' ability to start or continue food gardening

Next Steps:

- Provide workshop on the following topics:
 - Gardening basics
 - Soil quality
 - Home composting
 - Pest management
 - Free compost to increase the quality of soil
 - Newsletters with tips and techniques about organic gardening to increase knowledge of organic gardening
 - One personal visit by a gardening expert to mentor those with no or moderate experience
-

DETAILED SUMMARY

ATTENDEES:

City Staff:

- Vasantha Sritharan, Facilitator, Community Food Animator, Sustainability Office, City of Markham
- Reka Sivarajah, Facilitator, Community Food Animator, Sustainability Office, City of Markham
- Katie Burns, Note-Taker, Sustainability Coordinator, Sustainability Office, City of Markham

Community Members:

- 14 participants
 - Represented were those who currently grow food, those who have never done it before, South Asian, Caucasian, seniors, middle aged, and young adult

Introduction:

- Many recollected their farming experience in their homeland and were proud of it
- The participants, their parents, or their grandparents did farming in their homeland
- Some did organic gardening/farming using manure, dried leaves, twigs etc. in their homeland and only learned about pesticides and other chemical products when they came to Canada
- Some are really experienced and have grown a variety of food in the garden while others are completely new to food growing
- Want to provide learning opportunities for their children (e.g. where food comes from, basics of food growing)
- While some had really good success in food growing others did not (associated challenges to weather)
- Some have fruit trees in their backyard (e.g. cherry, grape and figs)
- Currently grown in home: grapes, figs, yellow plum, peach, pear, and basic vegetables

Discussion:

1) Why do you like gardening? Why is it important to you?

- There is a consensus that gardening is good and identified the following reasons:
 - Good exercise
 - Organic is good for health
 - Gardening relieves stress
 - Good pass time
 - Saves money
 - Brings people close to nature
 - Makes people happy

2) Why do you not like gardening? Why do you feel that way?

- Everyone likes gardening and did not see the reason to discuss this question

3) What do you know about organic gardening?

- All participants seemed to know what organic gardening means
 - No chemicals
 - Natural

- No fertilizers needed back home
- Use of compost (egg shells, tea leaves)
- User of compost container
- Cover food with soil
- Cost nothing
- Vegetable tastes better when organically grown
- Making compost at home is not hard; know what is in the compost when made at home
- Eggshells provide calcium for plants

4) What do you need in order to start or continue organic home gardening?

- They want compost ASAP
- Issues with last compost delivery:
 - Last minute notice
 - No program specific sign
 - Open to anyone
 - Not everyone was able to get compost
 - Time was not convenient
- Feedback for future compost delivery:
 - Weekdays are fine for seniors or those at home but evening and weekends are mostly best times
 - Transporting compost is a problem; wants City to deliver to their houses or pre-package them and put labels with their names
 - Community centre instead of Kirkham Drive last time is a better location
 - Want to make sure that we monitor who gets the compost – only the 100 participants
 - Multiple drop off locations for different parts of the Ward so that people can easily get to their respective sites when their time comes
- Things they want to learn about
 - When to start planting, when is it appropriate to use seedlings
 - Basics of how to grow
 - Plant protection (e.g. plastic bags to cover frost, protect peach and plum trees – the sprays are expensive)
 - Weed control
 - Tips on different types of plants (vegetables, fruits, flowers) and their needs (e.g. how much of water, compost, soil etc. and when)
 - Use of grass
 - Use of trellis
 - Pest management is important to them: Grubs and critters are a problem – pesticides are expensive
 - Squirrels are a problem and want to know what tools can be used to protect the plants
 - Ways to prevent raccoons from digging into compost
- Other expectations:
 - Want a gardening or soil expert, resources and websites
 - Bi-weekly newsletter with reminders, tips etc
 - How to videos – can be part of newsletter or workshops

5) What do you do with extra fruits or vegetables? How can we help you donate the extra produce?

- Give surplus to friends, neighbours, and people at work
- Some donate to foodbank
- Extras are canned, pickled etc.
- Wants us to help them successfully grow first and they worry about donating
- Produce is perishable and will go bad if not used soon so donating to food bank could be challenging
- Facilitating some form of communication between the 100 participants would be helpful to donate
- Reminder to donate in early August

6) What days, times, and locations best work for you for workshops?

- Weekday evenings 6:30pm middle of the week is best
- Location: Armadale; Leo and Lidia would be open to using their backyard as a demonstration site if people bring seed, soil or some gardening materials in exchange; can accommodate 10-15 people

7) What do you think about a purple eggplant as the program's logo? Any other suggestions?

- There are lots of corn crops in Markham; it is something that you see everywhere
- Something relevant to Markham's history
- Basket of vegetables commonly and easily grown in Markham (e.g. tomatoes)

Barriers:

- Solid cement, clay soil in the backyard dug up during home construction
- Gardening is challenged by limited access to manure and good soil quality
- Moderate experience, mixed success
- No knowledge of growing food

Additional Comments:

- Every participant in the program/workshop should share successful techniques
- What's inside the compost? Where does it come from?
- The first workshop should have been held at the beginning of April

Appendix B: Proposed Workplan 2014




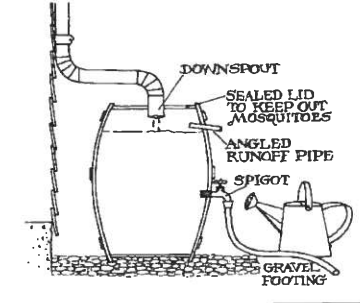


Objective		To significantly increase community-based food growing opportunities through a focus on home gardening in the City of Markham											
Key Deliverables		1. A series of workshops on a monthly basis on various gardening topics 2. Partnership with YRFN to support execution of workshops 3. Establish sponsorship opportunities for relevant companies 4. Delivery of compost to neighbourhood sites for program members to pick up											
Activities		2013 DEC JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV Update/Progress											
1. Finance													
a.	Complete budget forecast												Andrea
b.	Finalize budget				X								Andrea
2. Partnership													
a.	Establish partnership with York Region Food Network (YRFN) for workshops				X								YRFN
b.	Confirm workshop topics, dates, and locations				X								YRFN
3. Sponsorship													
a.	Establish and communicate sponsorship opportunities to potential sponsors		(E) X										Daphne
b.	Confirm sponsoring companies and sponsorship level		(L) X										n/a
4. Program													
a.	Determine incentives (program participation and workshop attendance)				X								n/a
b.	Complete welcome package				X								YRFN
c.	Contest (photo submission for draw)					X	X	X	X	X	X	X	n/a
d.	Monthly newsletters (e.g. Composting, rain barrel etc.)					X	X	X	X	X	X	X	n/a
5. Community Outreach													
a.	Confirm outreach events and register (if needed)				X								Warren
b.	Confirm volunteer help					X	X	X	X	X	X	X	n/a
c.	Attend events and promote program					X	X	X	X	X	X	X	n/a
6. Communication													
a.	Update website (workshop dates, gardening tips etc)					(E) X							Freda Lee
b.	Markham Life Spring 2014: submit art + contents (timing TBD)	X											Daphne
c.	Markham Life Summer 2014: submit art + contents (timing TBD)				X								Daphne
d.	Councillors' newsletters (deadline for submission may vary)					X							Councillors EAS
e.	EIB					X	X	X	X	X	X	X	Daphne
f.	Markham Economist and Sun					(E) X	X						Daphne
g.	SNAP Markham					X	X	X	X	X	X	X	n/a
h.	Markham Review						X						Daphne
i.	Ethnic newspapers					(E) X	X	X	X	X	X	X	Daphne
j.	Marquee and poster/flyer at community centres					X	X	X	X	X	X	X	Daphne
k.	Flyer/announcement at religious centres, social clubs, & ratepayers associations				X	X	X	X	X	X	X	X	Daphne
l.	Social media: Facebook and Twitter (use images of gardens)					X	X	X	X	X	X	X	Daphne
m.	Email existing program members				X								n/a
n.	City E-News (sent by Corporate Communications)				X		X						Daphne
o.	Checkmark				X		X						Daphne

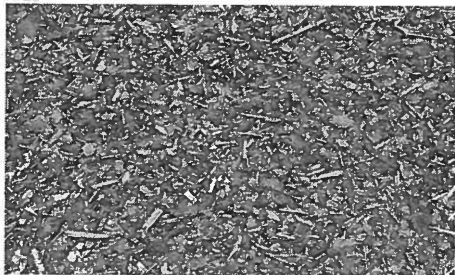
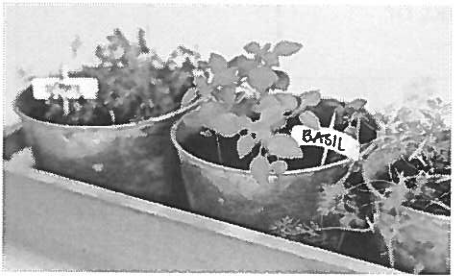
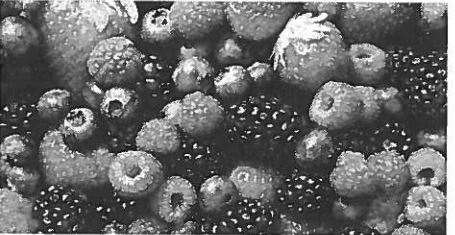

7. Workshops																
	Workshop #1 - tentative topics: gardening basics, protection from the elements; raised bed, growing fruits (handout)															
a.	Workshop #2 - tentative topics: organic pest management, caring for plants, hands-on container gardening															
b.	School workshop #1 - tentative topic: container gardening (hands-on)															
c.	Workshop #3 - tentative topics: Qs and As with a guest speaker															
d.	Workshop #4 - tentative topics: hands-on: canning and preserving															
e.	Workshop #5 - tentative topics: fall gardening, composting, hands-on seed saving															
f.	School workshop #2 - tentative topic: hands-on seed saving															
g.	Harvest Festival															
h.	Evaluation															
8. Evaluation																
a.	Evaluate the program (e.g. Survey)															
b.	Plan for 2015															

(E)	earlier in the month
(L)	later in the month

Appendix C: Contest Criteria

Councillor Logan Kanapathi's Newsletter Contest

	Judging Criteria	Max-Pts	Pts
1	Organic Practices (Maximum 3)		
	Compost: Compost is organic matter that has been decomposed and recycled as a fertilizer and soil amendment. At the simplest level, the process of composting simply requires making a heap of wetted organic matter (garden waste, kitchen scraps, manure, leaves, grass clippings, straw) and waiting for the materials to break down into humus after a period of weeks or months.	1	
  Organic Pesticide	Organic pesticide: Home-made pesticides or store-bought organic spray that are free from any chemical ingredients	1	
	Rain barrel: A rain barrel is a system used by a homeowner to collect and store rainwater from the roof of a home. The water harvested is soft, fresh water that can be used for a variety of purposes, including lawn and garden watering	1	
	SUB-TOTAL	3	
2	Condition & Maintenance (Maximum 3)		
	Weed-free: The garden is free from any wild plants that are not wanted or competes with your food plants.	1	
	Healthy looking plants: Leaves are green and the plants are bearing fruits	1	

	Mulch: A material (such as decaying leaves, bark, or compost) spread around or over a plant to enrich or insulate the soil; mulch is good for water retention and prevents weed	1	
	SUB-TOTAL	3	
3	Diversity of Garden (Maximum 3)		
	Herbs: Any plant with leaves, seeds, or flowers used for flavoring, food, medicine, or perfume. They provide health benefits, add flavour to food, and ward off pests	1	
	Fruits: The sweet and fleshy product of a tree or other plant that contains seed and can be eaten as food. May include berries, orchard trees (apples, peaches, pears etc)	1	
	Vegetables: There are a variety of vegetables that can be grown at home. Chilies, tomatoes, spinach, and carrots to name a few.	1	
	SUB-TOTAL	3	
4	Bonus Point (Maximum 1)		
	Innovation (e.g. watering techniques, efficient plot design)	0.5	
	Food donation	0.5	
	SUB-TOTAL	1	
	TOTAL	10	

Appendix D: Map of Households in Pilot Project

