



**Memo:** Hill Farms Area Community Garden Siting Project - Staff Recommendations

**Date:** Monday, February 26<sup>th</sup>, 2018

**To:** Board of Park Commissioners

**From:** *George Reistad, Food Policy Coordinator*

Janet Schmidt, Parks Division

Kay Rutledge, Parks Division

Jule Stroick, Planning Division

Nancy Saiz, Community Development Division

Toriana Pettaway, Department of Civil Rights

Members of the Board of Park Commissioners,

Per the passage of resolution [RES-16-00388](#), directing city staff to explore land options suitable for community gardening within the Hill Farms area of the City of Madison and [RES-17-00853](#), accepting the staff report and recommendations on potential garden sites, city staff created a public engagement campaign to collect the input and feedback of community residents and discern public opinion on proposed garden sites at Bordner Park, Indian Hills Park, and Rennebohm Park.

Between Thursday, December 7<sup>th</sup>, 2017 and Friday February 2<sup>nd</sup>, 2018, 134 residents completed and submitted online and hard copy surveys created by staff and hosted on the "[Mayor's Office Priorities – Food](#)" webpage and at several community outlets (Sequoia Library and several rental properties in the Hill Farms neighborhood). Additionally, on Monday, January 8<sup>th</sup>, a public meeting was convened and 34 community residents attended.

Staff compiled the results of the online and hard copy surveys, as well as the feedback received at the community meeting, into two separate documents, which helped guide our recommendations to this Board:

- Hill Farms Area Community Garden Survey Summary 020918
- Hill Farms Area Community Garden Siting Project\_PublicMtgSummary 010818

**Key Takeaways - Hill Farms Area Community Garden Survey Summary 020918**

In total, 134 community members responded to the Hill Farms Area Community Garden Survey. A synopsis of key data is below:

**Background Information**

- Survey respondents averaged a 91 out of 100 when asked to score the importance of parks to their quality of life (n=129)
- 79.9% of survey respondents lived within the Faircrest, Glen Oak Hills, Hill Farms, Sheboygan or Spring Harbor area (n=133)
- 84.2% of survey respondents actively gardened or had an interest in gardening (n=133)
- 71% were homeowners, 28.2% of respondents were renters (n=131)
- 82.3% of respondents identified as White; 17.3% identified as Persons of Color, "Other" and/or did not identify their race (n=130)
- 11.5% identified as having mobility issues (n=130)
- 84.6% were over the age of 36, 15.4% of respondents were age 35 and younger (n=130)

### Bordner Park

- 19.7% of respondents said they were somewhat likely or extremely likely to garden at Bordner Park (n=117)
- Main pros of establishing a garden (n=69)
  - Under-utilized space (4)
- Main cons of establishing a garden (n=69)
  - Lack of parking (12)
  - Proximity to residential properties (8)
  - Accessibility and safety (7)
  - Distance from original garden (5)
- Main reasons for wanting a garden (n=68)
  - Good use of space (12)
- Main reasons for not wanting a garden (n=68)
  - Poor access (21)
  - Parking (4)
  - Traffic (4)
  - Tree removal (3)
  - Residential proximity (3)
- 18.3% of respondents said it was difficult for them to reach Bordner Park (n=93)
- Average support for a garden at Bordner Park was 54/100 (0= lowest, 100=highest; n=131)

### Indian Hills Park

- 32.8% of respondents said they were somewhat likely or extremely likely to garden at Indian Hills Park (n=122)
- Main pros of establishing a garden (n=82)
  - Underutilized space (10)
  - Sun exposure (2)
  - Water access (2)
- Main cons of establishing a garden (n=82)
  - Lack of parking (15)
  - Access (14)
  - Preserve open space (3)
- Main reasons for wanting a garden (n=75)
  - Good use of space (14)
  - Easy access (8)
  - Sun exposure (3)
- Main reasons for not wanting a garden (n=75)
  - Access and safety (13)
  - Parking (6)
  - Increased traffic (4)
  - Preserve open space (4)
- 13.7% of respondents said it was difficult for them to reach Indian Hills Park (n=102)
- Average support for a garden at Indian Hills Park was 59 (0= lowest, 100=highest; n=132)

### Rennebohm Park

- 43.3% of respondents said they were somewhat likely or extremely likely to garden at Rennebohm Park (n=127)
- Main pros of establishing a garden (n=85)
  - Access (22)
  - Proximity to existing garden (11)
  - Water access (8)
  - Sun exposure (3)
- Main cons of establishing a garden (n=85)

- High activity park (9)
- Limited parking (5)
- Increasing neighborhood development (2)
- Main reasons for wanting a garden (n=79)
  - Easy access (20)
  - Good use of space (13)
  - Proximity to existing garden/gardeners (7)
  - Water access (2)
- Main reasons for not wanting a garden (n=79)
  - High use park/increasing park demand (9)
  - Poor access/parking (6)
- 2.9% of respondents said it was difficult for them to reach Rennebohm Park (n=105)
- Average support for a garden at Rennebohm was 75 (0= lowest, 100 =highest; n=131)

### **Key Takeaways - Hill Farms Area Community Garden Siting Project PublicMtgSummary 010818**

On Monday, January 8<sup>th</sup>, 2018, approximately 34 community residents attended a public meeting convened by the City of Madison Mayor's Office and Parks Division at Mount Olive Lutheran Church (110 N Whitney Way). At this meeting, community members provided input and feedback on proposed community garden sites within or near the Hill Farms Neighborhood.

At this meeting, staff asked community members to use colored dots to cast one (1) vote for their preferred garden site, choosing between Bordner Park, Indian Hills Park, and Rennebohm Park. In addition to their votes, attendees also recorded their comments on each proposed site location.

#### **Bordner Park**

2 recorded votes = 5.9%

- Bordner site is too intrusive to the neighbors; parking is a big concern
- Smallest area; densely located near houses
- Parking seems very limited

#### **Indian Hills Park**

19 recorded votes = 55.9%

- Indian Hills seems like largest area for lowest cost; not as much density as Rennebohm Park
- A community garden would make this park more appealing and used; seems to be empty fairly often

#### **Rennebohm Park**

13 recorded votes = 38.2%

- Will this be the last expansion of Rennebohm, if selected?
- Can use the existing garden governance structure
- Rennebohm location is too expensive and park is saturated with people now
- Leave path where it is at! Very nice – people can enjoy the garden
- It's a *public* park for everyone to enjoy – not just gardeners
- I want my garden to be as close to my kitchen as possible. I live on Sheboygan near Rennebohm
- Don't move the path – too expensive!

### **Aggregated Garden Support Levels – Bordner Park, Indian Hills Park, and Rennebohm Park**

By taking the total votes for each park at the community meeting and the support level figures reflected in survey questions 10, 11 and 13, staff was able to calculate “Aggregated Garden Support Levels” for siting a community garden at each site.

## Methodology

- One vote at the community meeting is equal to one response on the community survey
- Each garden site vote at the community meeting reflects a score of '100' on a scale of 0-100
  - Total number of votes cast at the community meeting is n=34
- Take the garden site support number from the community meeting and add it to the garden support number from the community survey
- Divide the total garden site support number (meeting and survey) by the TOTAL number of votes cast/responses provided
- Divide that number by 100 to obtain **Aggregated Garden Support Levels**

## Bordner Park

2 votes cast (34 total votes at community meeting) \* 100 = 200

131 survey responses (community survey question 10) \* 54 (average support level) = 7,074

**Total vote/response value = 7,274**

**Total number of votes/responses (community meeting and community survey) = 165**

**Aggregated Garden Support Level – Bordner Park = 7,274/165 = 43.8%**

## Indian Hills Park

19 votes cast (34 total votes at community meeting) \* 100 = 1,900

132 survey responses (community survey question 11) \* 59 (average support level) = 7,788

**Total vote/response value = 9,688**

**Total number of votes/responses (community meeting and community survey) = 166**

**Aggregated Garden Support Level – Indian Hills Park = 9,688/166 = 58.4%**

## Rennebohm Park

13 votes cast (34 total votes at community meeting) \* 100 = 1,300

131 survey responses (community survey question 13) \* 75 (average support level) = 9,825

**Total vote/response value = 11,125**

**Total number of votes/responses (community meeting and community survey) = 165**

**Aggregated Garden Support Level – Rennebohm Park = 11,125/165 = 67.4%**

## Conclusion

Survey results and community meeting votes show that Rennebohm Park has higher scores than Bordner Park and Indian Hills Park in many key areas, including but not limited to:

- Aggregated Garden Support Levels
- Ease of access
- Resident likelihood of gardening within the park

Community feedback clearly illustrated that Bordner Park was not a preferred community garden site and staff were able to dismiss Bordner Park as a final garden location and focus on Indian Hills Park and Rennebohm Park.

While Indian Hills Park garnered six more votes at the community meeting than Rennebohm Park, the Aggregated Garden Support Level calculated from the community meeting and community survey illustrated that there was more support for a garden site at Rennebohm Park than Indian Hills Park.

Based on the feedback collected through this public engagement process and a quantitative analysis of that data, **staff recommends that the Board of Park Commissioners amend the Rennebohm Park Master Plan and authorize the establishment of additional community gardening space for Sheboygan Community Garden at Rennebohm Park adjacent to the existing garden.**

However, taking into consideration the comments of concerned community members on the expansion of

the garden at Rennebohm Park, staff also suggests that the Board of Park Commissioners consider limiting any *further* garden expansions within Rennebohm Park due to high levels of programming and increasing population density within the Hill Farms Neighborhood.

Thank you for your time and service,

A handwritten signature in black ink, appearing to be 'GR', with a horizontal line extending to the right from the end of the signature.

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