

Baltimore County Community Gardens

Education and Entrepreneurship

Mid-Project Status Review

April 15, 2021



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS

Outline

-  Project Overview
-  Solution Vision
-  Project Status
-  Project Timelines and Milestones
-  Meeting Schedule
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Project Overview

This project finds ways to improve awareness of and access to fresh produce, as well as boosts community morale by promoting community gardens to Baltimore County residents

Process

- Understand reasons for lack of participation in community gardening
- Address those reasons to increase participation
- Create educational materials for new gardeners on growing and nutrition
- Teach garden maintenance and cooking ideas

Deliverables

- Analysis of registered and non-registered gardeners based on location, etc.
- Educational content design for gardening and nutrition
- Strategies to improve engagement, including website



Solution Vision

Current State



- Low community awareness and participation
- No “one-stop shop” for countywide information on community gardens

Gap



- Engagement: Identify reasons for low participation and ways to improve
- Education: Create awareness and facilitate learning

Ideal State



- Increased awareness and participation
- Access to information resources on gardening

Project Status

Deliverable

Status

Survey

- 61 respondents
- Over 75% generally aware, mostly from family and friends
 - ~60% with existing plots, visit at least 3 times/week
 - Motivated by gardening opportunity
- ~65% of respondents not aware indicated interest

Educational Material

- Sample flyer developed
- Commenced integration of educational content to website

Website

- Website design ongoing
- Consider creating Instagram account



Project Timelines and Milestones

TIMELINES	15-Mar	22-Mar	29-Mar	5-Apr	12-Apr	19-Apr	26-Apr	3-May
Data Gathering / Survey								
Data Analysis								
Educational Materials								
Develop Implementation Plan								
Closeout								
MILESTONES								
Kickoff Meeting	★							
Complete Data Analysis					★			
Client Status Meetings			★		★		★	
Initial Recommendations						★		
Final Presentation /Handover								★

★ Email update

Meeting Schedule

MEETING	DESCRIPTION	ATTENDEES	SCHEDULE
Kick-Off Meeting	Team shares project objectives, scope, methodology, timelines and key stakeholders	Client & Project Team	Completed
Stakeholder Engagement	Team engages identified stakeholders via surveys or interviews for data gathering and feedback	Project Team	Completed
Client Status Meetings	Team provides progress updates	Client & Project Team	Completed
Client Mid-Project Status Meeting	Team provides progress updates and shares initial recommendations	Client & Project Team	April 15
Project Team Meetings	Team discusses progress, handles admin issues, and creates additional tasks as required	Project Team	Weekly
Final Presentation	Team shares final presentation including summary of findings and recommendations, and provides documentation to Client	Client & Project Team	April 29/30

Thank You

Questions?

Appendix

Educational Material

Flyers are an effective way to influence and spread awareness.

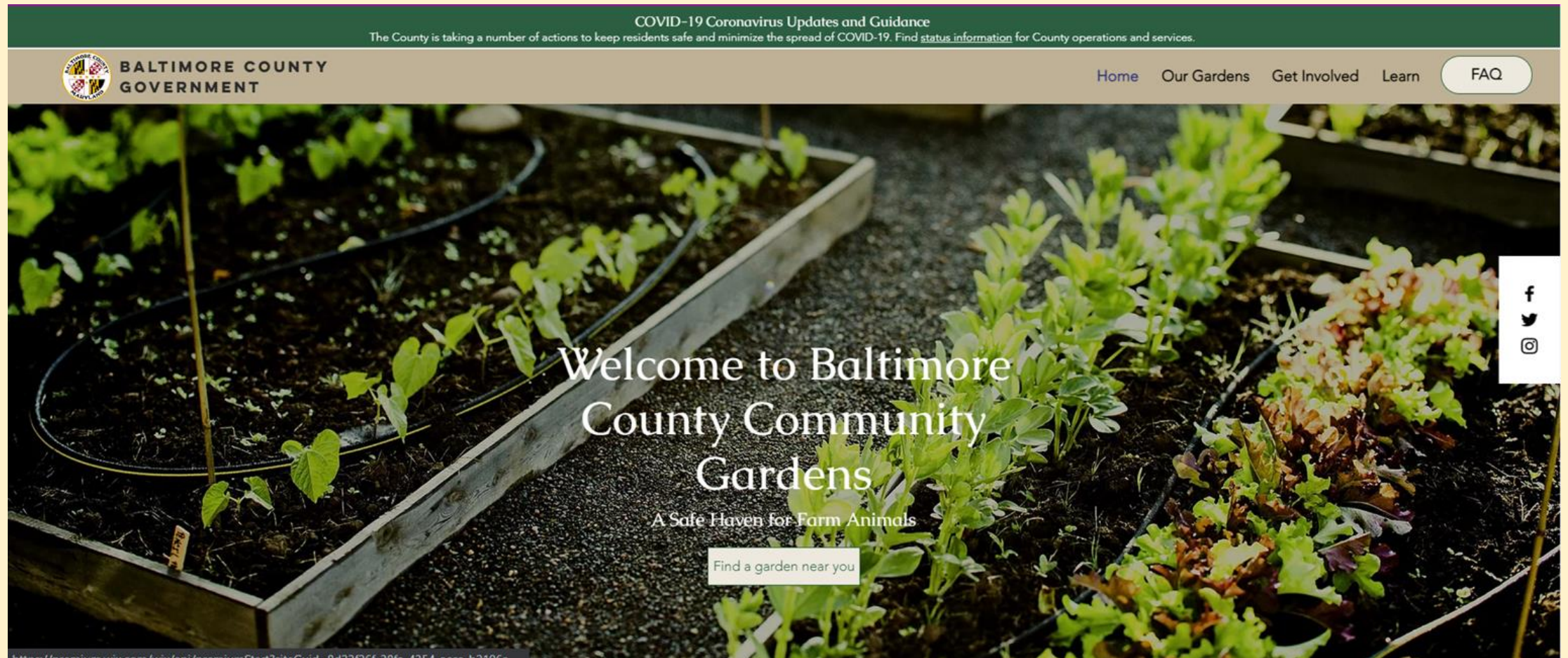
A visually appealing and informative flyer encourages users to learn more about gardening practices.

Click on the image of the flyer to know more.



Website

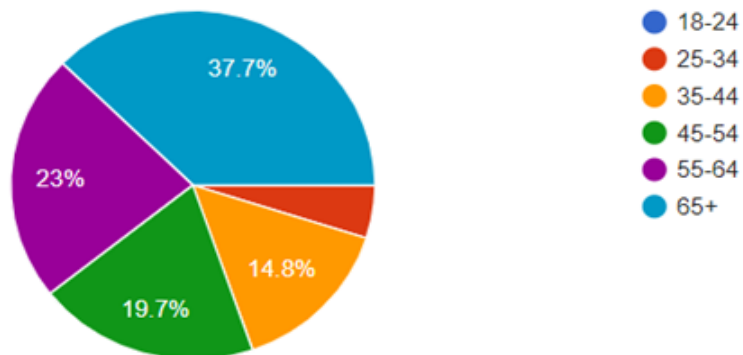
A digital presence is important to spread awareness and educate users and non-users. The prototype website incorporates lots of information, uses easy navigation, and presents social media links.



Survey Analysis

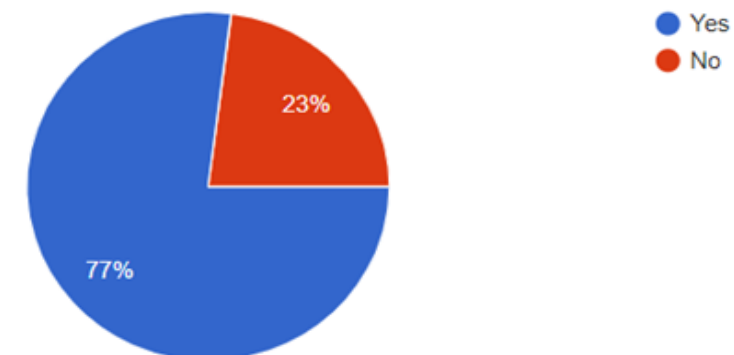
What is your age?

61 responses



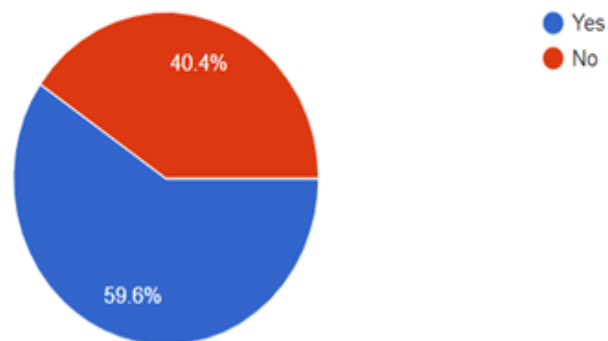
Are you aware of the Community Gardens Program in Baltimore County?

61 responses



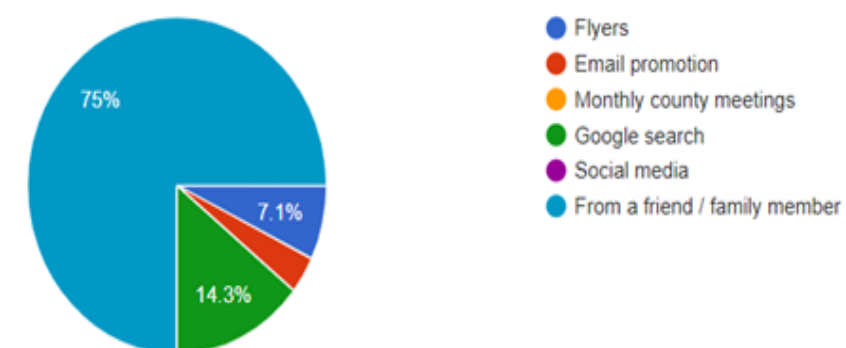
Do you have a garden plot with the Baltimore County Community Gardens Program?

47 responses



How did you learn about this Program?

28 responses



Survey Analysis

Which of the following would MOST motivate you to enroll?

19 responses



What has restricted you from enrolling in this program?

19 responses



How often do you use or visit your plot(s)?

28 responses

