

# Get Growing, Victoria!

## EVALUATION SUMMARY

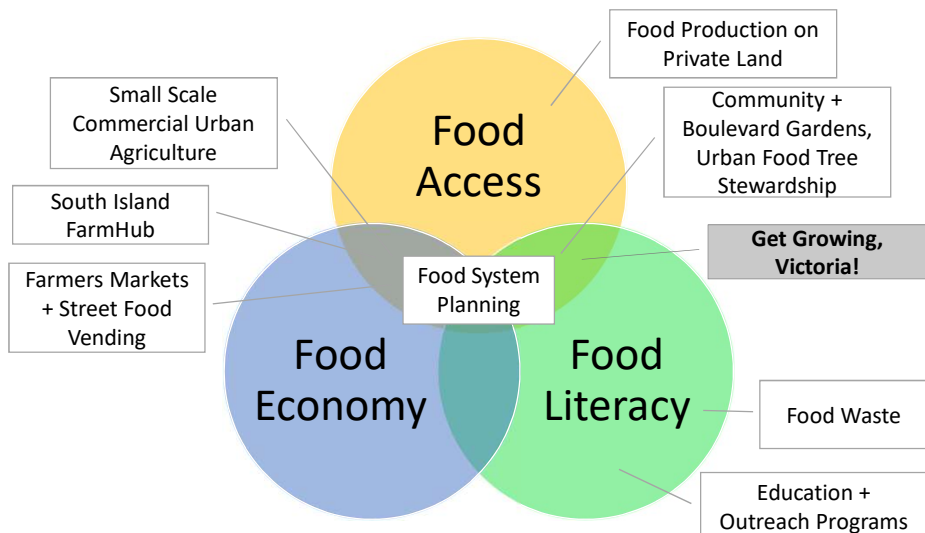


Committee of the Whole  
December 3, 2020



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## Urban Agriculture Program Overview



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## Get Growing, Victoria! Overview

- Goals were set in consultation with the Urban Food Table
- Seed selection and procurement
- Partnership development
- Distribution: Spring/ Summer (May) and Fall/Winter (August)
- Education and Outreach
- Evaluation



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## Our Partners

Core Initiative Development Partners



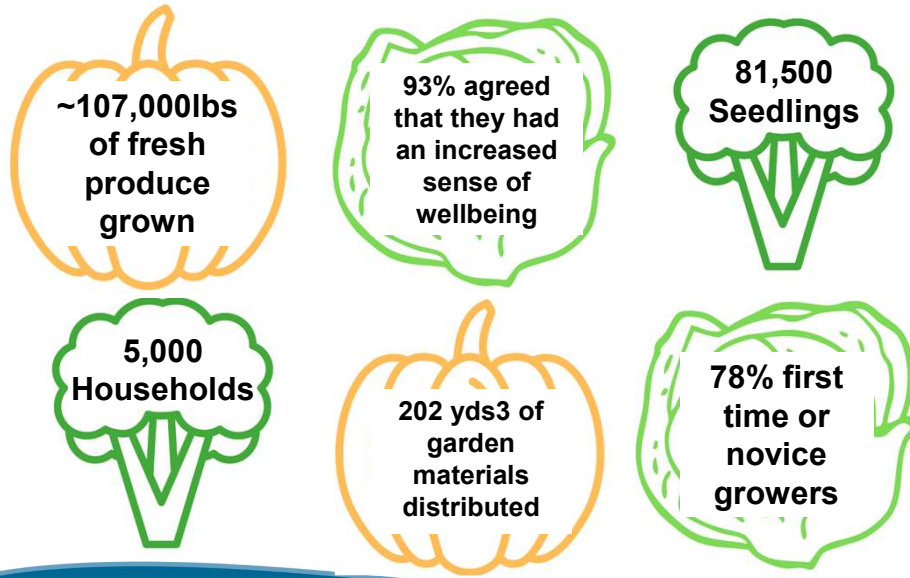
\*44 organizations also assisted with transportation, distribution and programming as well as growing for emergency food access



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## Evaluation & Impact



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## Next Steps

- Initiative costs have been included in the Parks, Recreation and Facilities 2021 Budget presented to Council on November 10, 2020
- Review and update initiative goals
- Implement process improvements that have been identified through internal and external evaluations
- Develop Communication Plan to improve promotion via City channels



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## Response to COVID-19 Pandemic



<https://www.youtube.com/watch?v=v6WZGaWCSsw&feature=youtu.be>



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