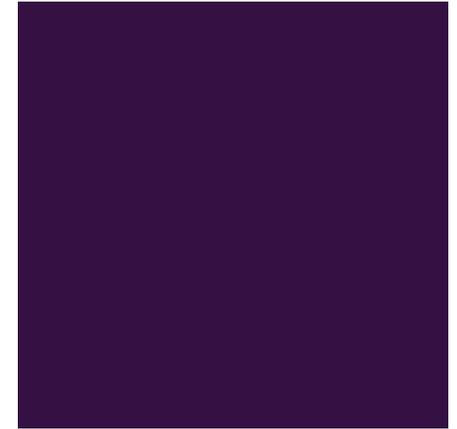




# Community Garden Evaluation



Sarah Monje, MPH, RD  
MDCH

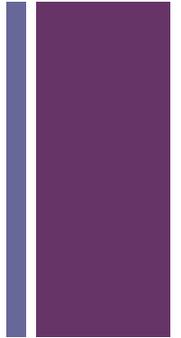
# + Community Garden Evaluation

## Objectives

At the end of this session, participants should be able to:

- State at least 2 benefits to coalitions for evaluation of community gardens
- Identify the evaluation tools available to assist you in evaluating community gardens
- Use the tools to recall: data collection expectations and content of the tool, how they are to be implemented, and when they should be completed





# Community Garden Evaluation Description and Procedures Manual

March 2009

## Community Garden Evaluation Description and Procedures Manual

---

Michigan Department of Community Health  
Building Healthy Communities Program



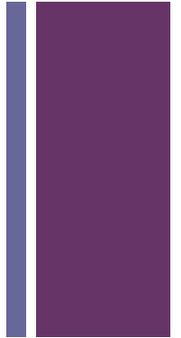
Prepared By:

Karah Mantlan, MPH, RD  
Evaluation Consultant for Michigan Department of Community Health

March 2009



# Community Garden Evaluation



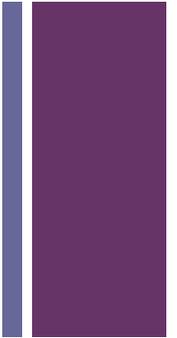
**Q: Who?**

**A: Every grantee implementing a community garden**





# Community Garden Evaluation

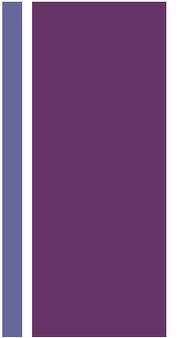


## Q: Why?

- BHC: PEC → **Healthy Eating**, Physical Activity, Tobacco
- Eating Fruits and Vegetables = Healthy Eating
- Community Gardens → Eat Fruit and Vegetables



# Community Garden Evaluation



## Why? (cont'd)

- Evaluation Goals:
  - Is the intervention having the intended effect?
  - **Future plans**

# + Why a Standardized Process for Garden Evaluation?

## Benefits to Grantees

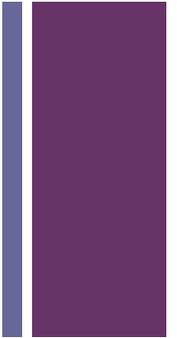
- Less burden on LHD
- Demonstrate the garden's success to partners, funders, etc (including MNN-SNAP-Ed)
- Make data-driven decisions

## Benefits to BHC

- Minimize TA needed by multiple staff to review individual tools
- Consistent measurement allows for aggregation of data across sites to determine overall impact of garden initiatives
- Ensures appropriate data is being collected for funding agencies



# Community Garden Evaluation



A note about standardization:

In order for the results to be aggregated, it is important that all the questions are asked in the same way.

Contact your consultant if you would like to explore modifications.

# + Summary of Tools

- Customer Survey Tools
  - Adult Gardener Survey
  - Youth Gardener Survey
- Community Garden Overview Tracking Forms
  - Tracking Form for Attendance/Participation
  - Tracking Form for Produce
  - Tracking Form for Garden Characteristics

Tools adapted from the  
Community Food Project  
Evaluation Toolkit written by  
National Research Center, Inc.



# Community Gardener Surveys

- Complete at end of garden season
- Collect information on behaviors, opinions and demographic characteristics
- Self-administered
- Will help you determine garden IMPACT on individuals
- Youth is for ages 12-17, Adult survey is for 18 +

 **Community Gardener Survey for Adults Template**  
**{Adult Community Gardener} Survey**  
 (You may want to customize the title of this survey with the name of your garden and remove the word "adult.")

*This survey is being used to get your opinions on [this garden] so we can improve it for you and others. We are interested in your honest answers. For example, some gardeners may have made changes to their diet as a result of participating in the garden. Others will not have changed. Please do not put your name on this survey. Your answers are completely private.*

1. How long have you been working at [this garden]:  
 \_\_\_\_\_ weeks OR \_\_\_\_\_ months OR \_\_\_\_\_ years

2. How often do you usually participate in [garden] activities? [WILL VARY BASED ON PROJECT]  
 Daily  Once a week  Once a month  
 4-5 times a week  Two times a month  Less than once a month  
 2-3 times a week  Three times a month

3. What do you like best about coming to [this garden]:  
 \_\_\_\_\_

4. What do you like least about coming to [this garden]:  
 \_\_\_\_\_

5. Please rate each of the following aspects of working at [this garden].

	Excellent	Good	Fair	Poor	Don't Know
a. The location of the garden(s) (distance from your home).....	<input type="checkbox"/>				
b. The equipment provided to do the work.....	<input type="checkbox"/>				
c. The quality of the garden resources (soil, water, etc.).....	<input type="checkbox"/>				
d. The variety of food produced at the garden.....	<input type="checkbox"/>				
e. The organization/management of the garden.....	<input type="checkbox"/>				
f. The helpfulness of staff/volunteers.....	<input type="checkbox"/>				
g. The knowledge of staff/volunteers.....	<input type="checkbox"/>				
h. The social atmosphere at the garden.....	<input type="checkbox"/>				

6. How would you rate your overall experience working in [this garden]:  
 Excellent  Good  Fair  Poor

7. In what ways do you think your life is different (better or worse) because of [this garden]:  
 \_\_\_\_\_  
 Over (if double asked)



# + Tracking Form for Produce

- Complete on daily/weekly basis
- Tracks food produced and distributed
- Tracks food lost to spoilage, theft
- Estimates reach from distribution
- Optional: Estimate monetary value of food produced/distributed

## Community Garden Overview Tracking Form for Produce

Name of Garden: \_\_\_\_\_

Date: \_\_\_\_\_

Period of time this report covers: \_\_\_\_\_ (particular day, week, month, etc.)

Item	Total Number of Pounds	Actual or Estimate	Reach Number	Monetary Value (if known)
Pounds of food distributed to sell		<input type="checkbox"/> Actual <input type="checkbox"/> Estimate		
Pounds of food donated		<input type="checkbox"/> Actual <input type="checkbox"/> Estimate		
Pounds of food used by garden participants and their families		<input type="checkbox"/> Actual <input type="checkbox"/> Estimate		
Pounds of food lost through spillage or spoilage		<input type="checkbox"/> Actual <input type="checkbox"/> Estimate		
Pounds of food lost through theft (estimated)		<input type="checkbox"/> Actual <input type="checkbox"/> Estimate		
Total Pounds of food produced in garden(s)	(Note: this should total all of the pounds listed on the five rows above)	<input type="checkbox"/> Actual <input type="checkbox"/> Estimate		

Monetary Value estimated by (describe):

\_\_\_\_\_

\_\_\_\_\_

# + Tracking Form for Garden Characteristics

- Complete monthly or seasonally
- Tracks general characteristics
  - Hrs of operation
  - Land use/size of garden
- Totals numbers from other forms
  - Total production
  - Total participants

## Community Garden Overview Tracking Form for Garden Characteristics

Name of Garden: \_\_\_\_\_

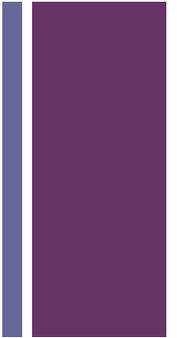
Date: \_\_\_\_\_ Who collected these Data: \_\_\_\_\_

You may want to select from this list those characteristics that you can collect. A few items have been included that can be estimated from the *Community Garden Overview Tracking Form for Attendance/Participation* and the *Community Garden Overview Tracking Form for Produce*; these are summarized here to help make this form a "profile" of certain characteristics of your community garden.

Item	Results
Days and hours of operation:	
Land Gardened: Number of acres or square feet gardened Number of plots gardened	
Land Owned or Leased: Number of acres or square feet of land owned Number of acres or square feet of land leased	
Pounds of Food: Produced Sold Donated Used by gardeners/volunteers Lost to spoilage and spillage	
Estimated Garden Participation: Number of gardeners Number of volunteers Number of garden visitors	



# Community Garden Evaluation

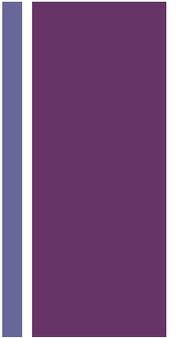


**Q: How do I enter the data?**

- MDCH will provide an Excel spreadsheet
- Enter daily or weekly, submit in October



# Community Garden Evaluation



## Feedback

Q: How will I get my data back after I submit?

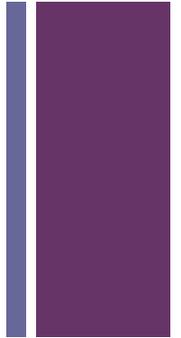
MDCH will analyze your data and send you a report.

# + Questions?





# Quiz Time!!



- State at least 2 benefits to coalitions for evaluation of community gardens
- Identify the evaluation tools available to assist you in evaluating community gardens
- Use the tools to recall: data collection expectations and content of the tool, how they are to be implemented, and when they should be completed