Community Gardens
The 2012 Educational Program Committee is pleased to share conference educational materials with you under the condition that they are used without alteration for educational and non-commercial use only. All materials are protected by copyright law. The authors kindly request their work is properly cited, including the date of publication.

For more information on Small Farms, visit our website at: http://smallfarms.ifas.ufl.edu or contact your local County Extension Agent.

For inquiries about this topic, please contact: Danielle Treadwell, Educational Program Chair. Phone: (352)-273-4775 E-mail: ddtreadw@ufl.edu

Suggested Citation: Author Full Name. Title of Presentation or Handout. 2012 University of Florida-IFAS and Florida Agricultural and Mechanical University-CAFS Florida Small Farms and Alternative Enterprises Conference. July 27-29, Kissimmee, FL.
Community Engagement

Orlando Police Department
Crime Prevention Division

Neighborhood Watch Unit
(407) 246-2369
WHY INVOLVE LAW ENFORCEMENT?

Mission:
reduce neighborhood crime by providing a safe and recreational green space to an otherwise unused space
PRINCIPALS AT WORK

1. Broken Windows Theory

2. CPTED - natural surveillance & legitimate users
FOOD FOR THOUGHT

Look for CPTED in your community, shopping centers, malls, banks:

- Sidewalks to encourage pedestrian bicycle traffic
- Windows overlooking sidewalks & parking lots
- Window shades open
- Shorter fences
- Shorter grocery aisles – ABC Liquor
- Proper lighting
- Ambush points
ENGAGING THE COMMUNITY

● Grassroots campaign
  - Churches
  - Daycares
  - Community centers
  - Small businesses
  - Utility companies
  - Radio
  - Television
  - Newspaper
  - Area Schools
  - Senior Citizen Groups
  - Scouts
  - Neighborhood Watch Groups
  - Neighborhood Newsletters
  - Neighborhood webpages
  - HOA’s & Neighborhood Assoc.
  - County/City Commissioners
WHERE TO START

Organizational meeting

Who are the key players?

- garden expert 1-2
- neighborhood leaders 2-3
- new gardeners 4-5
- local government 2-3
- ol’ timers 2-3
WHAT MATTERS?

Fees vs. no fees?
A necessary evil
will the fees prohibit
Is the garden centrally located?
What types of bed?— raised or inground
User friendly spaces – picnic tables, shaded sitting area, sandbox
Garden hours
MARKETING PLAN

● Events
  - Community Outreach Events
  - Farmers Markets

● Email Blasts
  - City Government Digital Newsletters
  - City Boards
  - Commissioner email databases

● Social Media
  - Join every neighborhoods Facebook page, Twitter accounts, Nextdoor page

● Include a fact of the week in every newsletter
● Send a weekly email blast
● Flyers, posters – “plaster the town”
● Press releases
RESOURCES

- American Community Gardening Association
- Orlando Community Garden Meetups
  commgardens.meetup.com/cities/us/fl/orlando/
- Keep America Beautiful
  kab.org
- iVillage Garden Web
  gardenweb.com
- Cityoforlando.net/grants
Georgeanna Butler
Crime Prevention Specialist
Orlando Police Department
407-246-3628
Georgeanna.butler@cityoforlando.net