

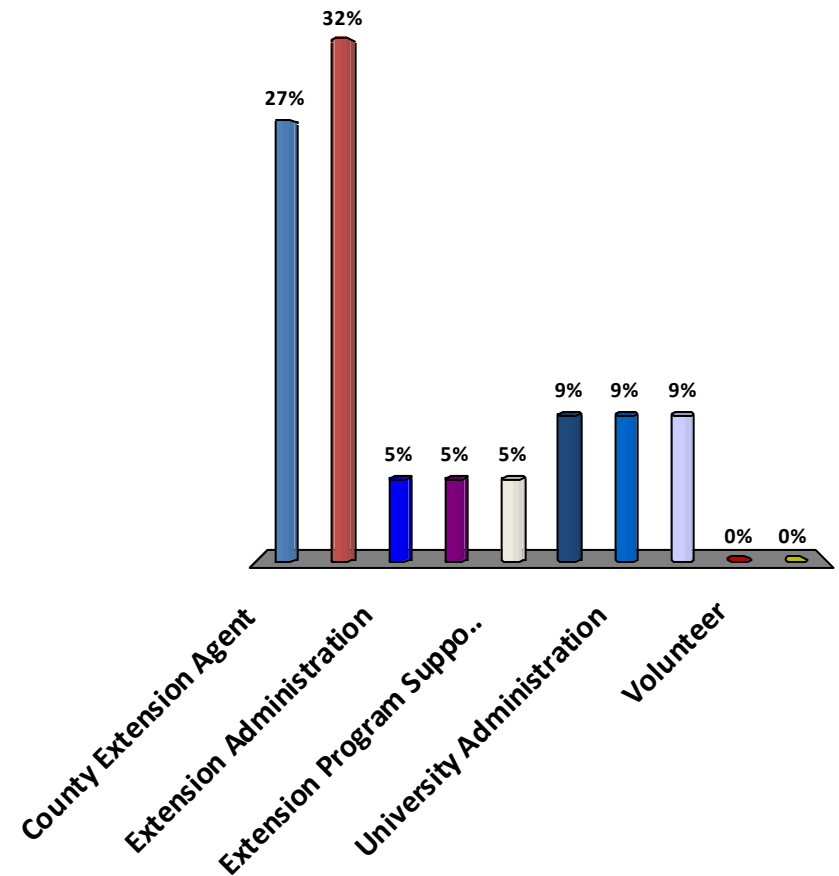
Front Yard Farm Stands

Imagining, Passing and Implementing a Residential Zoning Ordinance in Denver to promote fresh food access and home-based entrepreneurs.



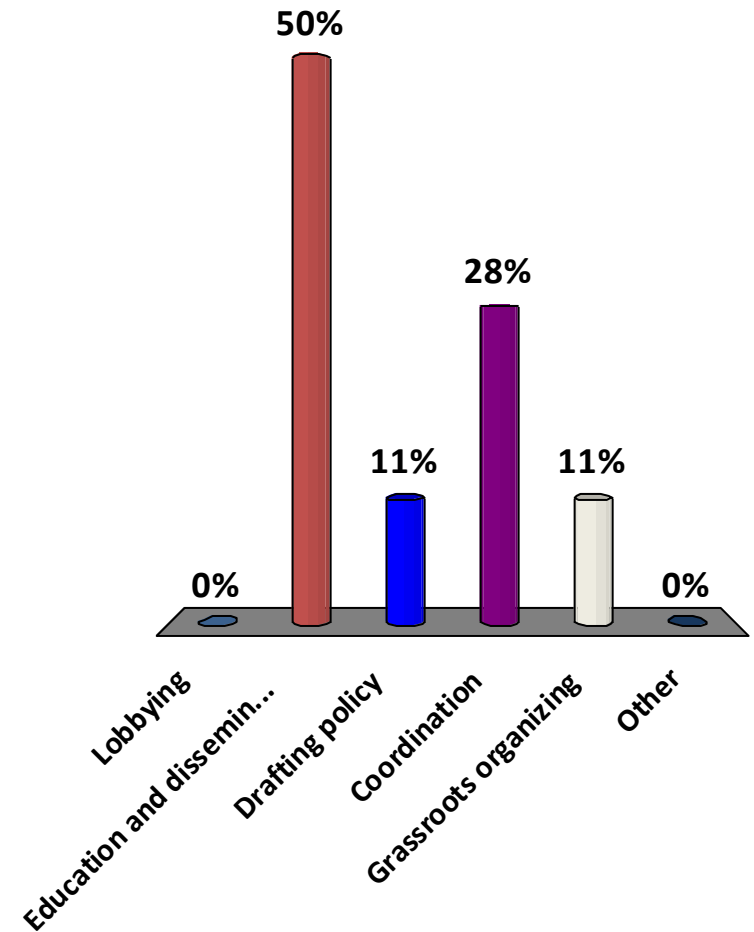
Who is in the room today?

- A. County Extension Agent
- B. County Extension Director
- C. Extension Administration
- D. Extension Specialist
- E. Extension Program Support Staff
- F. University Faculty (teaching, research or outreach)
- G. University Administration
- H. Advisor to Extension
- I. Volunteer
- J. Other



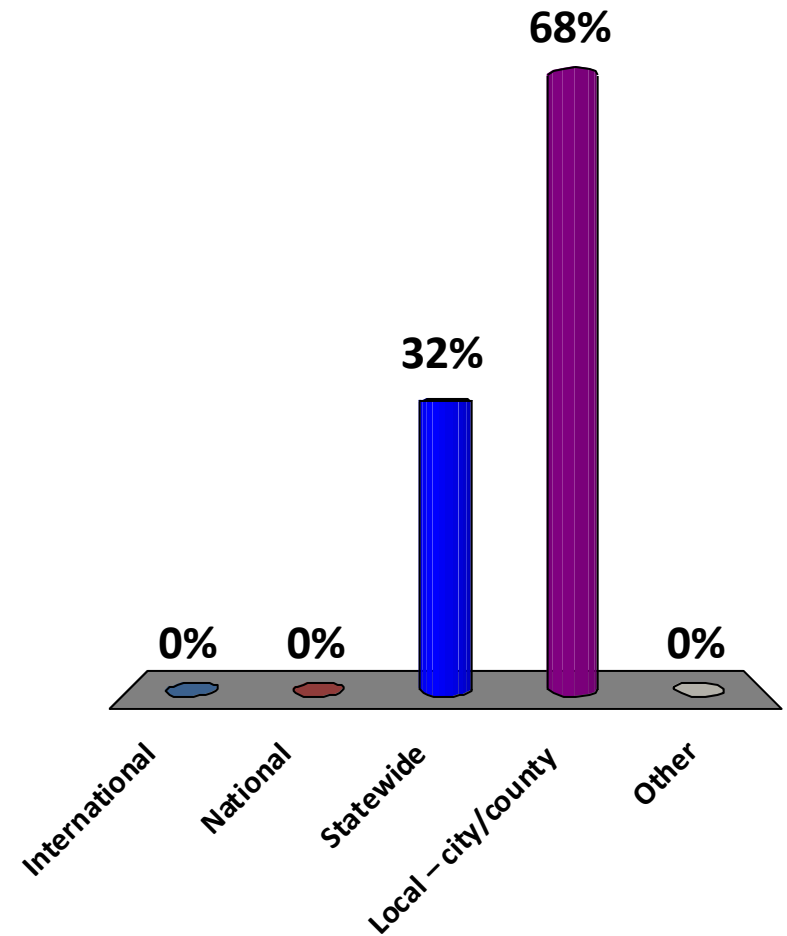
What type of policy-related work are you involved in?

- A. Lobbying
- B. Education and dissemination
- C. Drafting policy
- D. Coordination
- E. Grassroots organizing
- F. Other



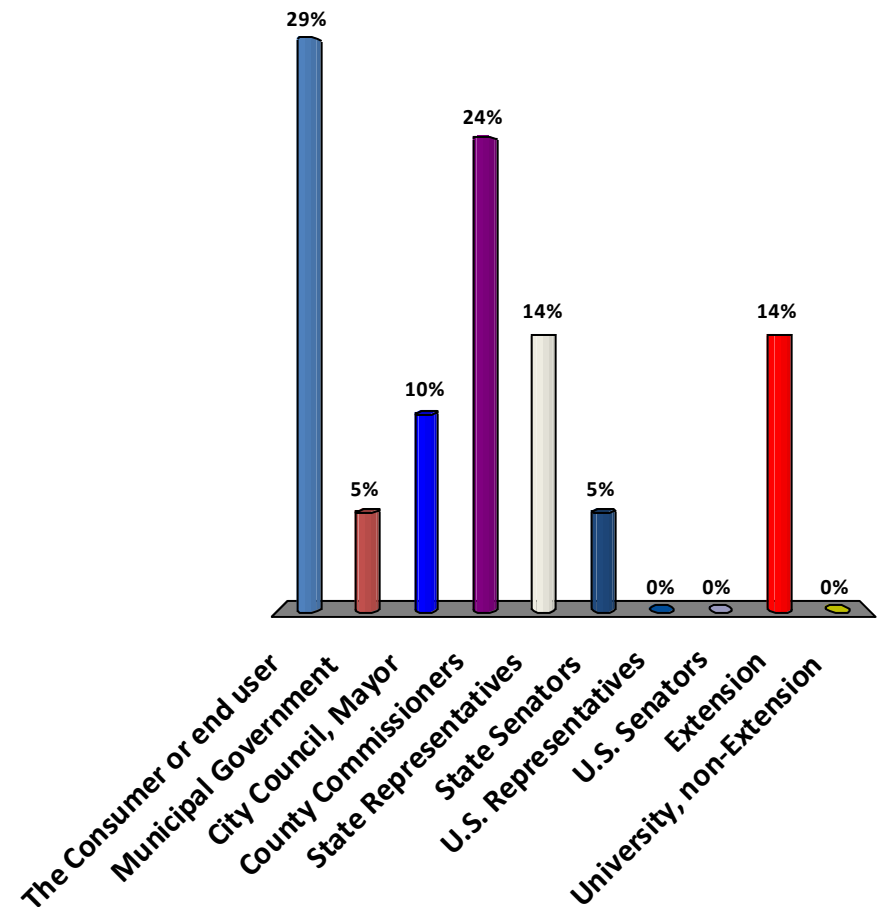
At what level of Policy work are you involved?

- A. International
- B. National
- C. Statewide
- D. Local – city/county
- E. Other



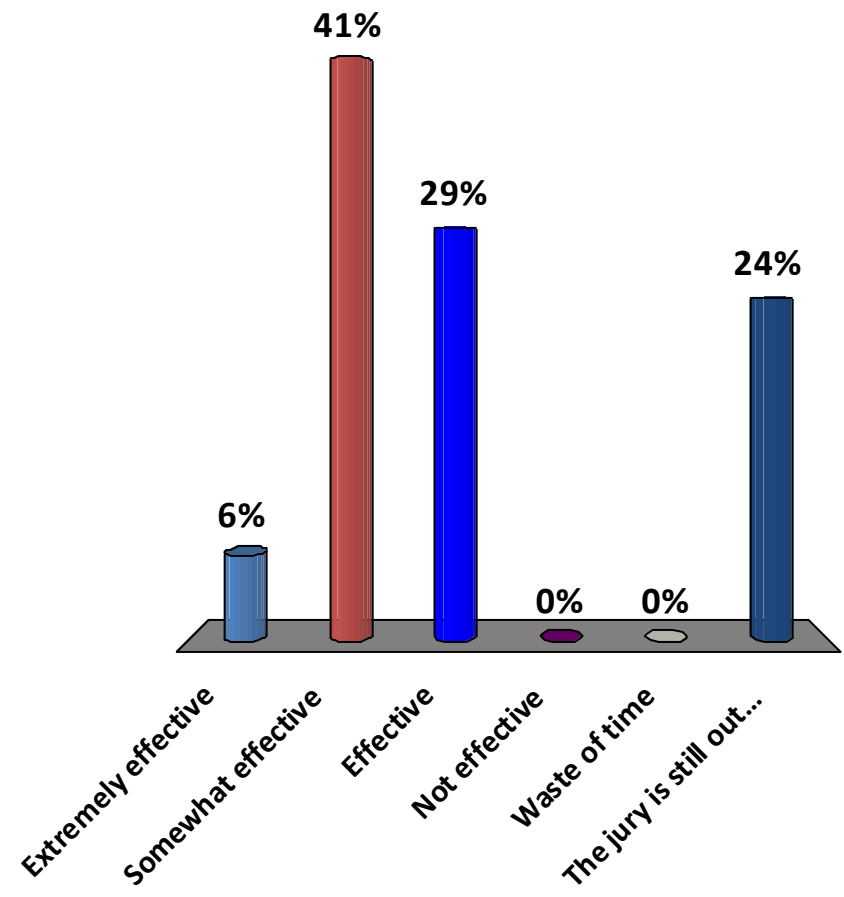
Who is your primary stakeholder(s) with regards to your policy work?

- A. The Consumer or end user
- B. Municipal Government
- C. City Council, Mayor
- D. County Commissioners
- E. State Representatives
- F. State Senators
- G. U.S. Representatives
- H. U.S. Senators
- I. Extension
- J. University, non-Extension



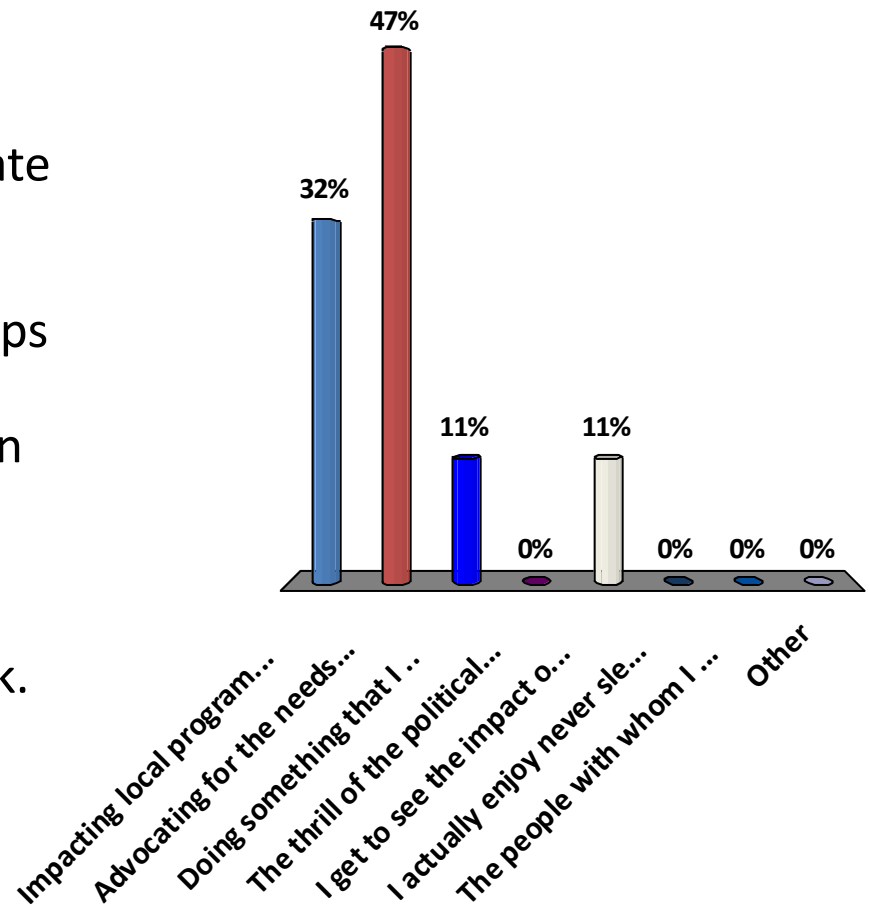
How effective do you think your policy efforts have been?

- A. Extremely effective
- B. Somewhat effective
- C. Effective
- D. Not effective
- E. Waste of time
- F. The jury is still out...



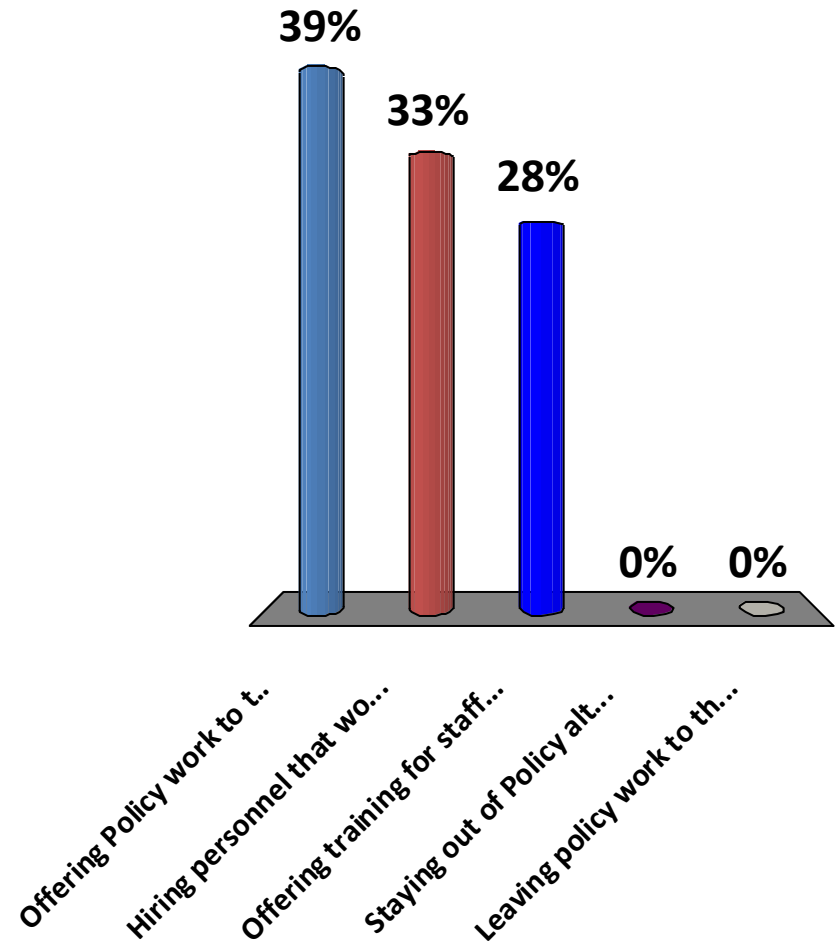
What is it about Policy work that excites you the most?

- A. Impacting local programming through Policy work at a 30,000 foot level.
- B. Advocating for the needs of people who don't have a voice.
- C. Doing something that I am passionate about through my day job!
- D. The thrill of the political or policy process is the energy drink that keeps me motivated!
- E. I get to see the impact of my work in the community.
- F. I actually enjoy never sleeping and being constantly available!
- G. The people with whom I get to work.
- H. Other



I believe that County Urban Extension offices should consider:

- A. Offering Policy work to the community as a core program area.
- B. Hiring personnel that would engage in Policy-related work at a (.75 FTE) level or above.
- C. Offering training for staff on the benefits and strategies of policy work.
- D. Staying out of Policy altogether.
- E. Leaving policy work to the State Extension office or the University.



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- The **Supply of Local Food is compromised** due to limited Food System infrastructure like food hubs for food storage, processing, packaging, distribution, and transportation to retail outlets.
- The Colorado and **Denver Food System is not very Resilient**, and it depends heavily on imported food from California and International locations. In light of a disaster that ceased transportation, Denver would run out of fresh food very quickly, perhaps within a week or two. Other commodity and processed products would last longer, but would still be likely run-out within a month or so.

5 Elements of the Local Food System



2020 Denver Sustainability Goals

1. *Air Quality*
2. *Climate Change*
3. *Energy*
4. **Food**
5. *Housing*
6. *Land Use*
7. *Materials*
8. *Mobility*
9. *Water Quantity*
10. *Water Quality*
11. *Workforce*
12. *Health*



The Denver Food Goal

Grow or process at least 20% of the food purchased in Denver entirely within Colorado by the year 2020.



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3. *Fix the Broken Elements of the Food System*

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3. *Fix the Broken Elements of the Food System*
4. *Hire a Full-Time, Manager of Food Systems for 3-5 years to coordinate and organize the effort.*

What did the City of Denver Do?

Denver City Council passed a new Residential Zoning Ordinance in the summer of 2014 to allow for fresh vegetables, fruits and Cottage Foods to be sold at a Front Yard Farm Stand, available for all Denver residents living in the city/county limits.

The operator of this home business must apply for a one-time \$20 Home Occupation Permit through the City of Denver Business Office.

There is no plan or resources currently in place to enforce permits.

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3. Hosted complimentary programming:
 - Backyard Gardening and Food Safety Webinars (2)
 - Cottage Food Training (2)
 - Soil Health Awareness and Training Month in April
 - Teach Beginning Urban Farmer Class to 25 farmers per year.
 - Hosting “Ask An Expert” Booths for Food Safety, Backyard Gardening, Soil Science and Backyard Gardening.

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4. Advocated to the Mayor to create the Manager of Food Systems position. Serving on hiring committee.

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- The advocates for this new policy seem to embrace it more than the general public wants to participate.
- Too much focus on low-income and Food Insecure neighborhoods. Needs to be better balanced.
- There should have been some budget money available to create a marketing or public outreach effort.

5 Tips for Policy Success at the Local Level

1. Identify a leader to carry the policy very early in the process.

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- City Council members in relevant Districts, or at-large
- Newly elected officials looking for a quick win consistent with their values
- Elected Officials with stated platforms that are consistent with the proposed policy.

Denver City Council Member Robin Kniech. Robin carried the Denver Home Occupation Ordinance Change.



5 Tips for Policy Success at the Local Level

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2. Organize and coordinate an effective Grassroots Movement and coalition of supporters.

- Identify the active organizations, councils, commissions, advocacy groups and neighborhood leaders who have similar values and goals. Create deliberate relationships and get on schedules of existing meetings already taking place.
- Be Patient! Understand that Policy changes may take 1-3 years.
- Create a schematic or diagram that shows all of the linkages, overlaps and synergies.
- Assign a point person or organization to keep efforts coordinated.
- Launch a Social Media campaign.

*Dana Miller from Grow Local and Produce for Pantries;
Shannon Spurlock from Denver Urban Gardens. Both are
Co-Chairs of the Denver Sustainable Food Policy Council.*



5 Tips for Policy Success at the Local Level

**3. Be Flexible about how to craft the language
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**Mayoral Platform
20% Local Food Shift
4 Years to Make Progress**



**Fresh Food Access to Low-
Income Neighborhoods
and Food Deserts**



Zoning Code Changes



**Front Yard Farm Stands in
the City and County of
Denver**



**Fresh Produce and Cottage
Foods Sales Home
Occupation
Zoning Code 11.9.1**



**Home Occupation
Ordinance
Denver Zoning Code
Section 11.9.1**



5 Tips for Policy Success at the Local Level

4. Show-Up when it is Time to Act!

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4. Show-Up when it is Time to Act!

- City Council Public Comment Opportunities and Hearings, Planning Department Public Meetings, House and Senate Public Comment or Testimony, Readings of the Policy.
- Create a Theme, Tagline or Motto. Be direct, deliberate and have it make sense. Denver used the “Carrot Caucus!”
- Provide constant reminders and coordination for people and entities to ensure a critical mass of public support at the appropriate times.



5 Tips for Policy Success at the Local Level

5. Celebrate and Embrace Your Success!

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The Urban Extension Continuum



Traditional County Extension Office

- Long-term Agents/experts
- Traditional 4-H programming
- County funding and grant support
- Slow to change
- Top-down hierarchy from campus
- Primarily based on large scale Agriculture
- High relevance in rural areas



The Urban Center Model

- Short-term, high-impact contracts
- Enterprise-oriented, programs self-supporting
- Food Systems, Urban Ag, sustainable systems
- Community/Economic Development
- Convening community conversations
- Diverse audiences, younger demographic
- Volunteers multiply impact
- Decentralized, local control, regional in nature
- Adapts to changes quickly, high urban relevance

TRADITIONAL

URBAN/METROPOLITAN

Sustainable Systems

CSU Denver Extension

Building Community

Water

Food

Urban Center Projects Concept

Government Leadership

Capacity

Denver CSU Extension Office

Horticulture
Urban Ag

Nutrition

Urban Center Projects

4-H Youth Development

Evaluation Studies

Applied Research

Train Youth Organizations

Nonprofit Business
Training, Boards,
Feasibility

Community Development
•Convening/facilitating community
meetings

Municipal Contracts
•Research
•Leadership
•Consulting-type projects

Project Selection Criterion

- Is it an important, multi-party issue?
- Is the issue or problem ripe in the community?
- Are the authority figures willing to listen and implement recommendations?
- Are there adequate resources available, or does it pay for itself?
- Is the "Center" the most appropriate place for the project?
- Does the University bring something unique to the table?
- Is the project shorter-term so that we could build a team around it?



Each Project has:

- Scope
- Cost Recovery
- Recurring or Master Contract
- Project Coordinator & Team

The Denver Extension Hot Shot Program

Specialties of the 2015 Denver Extension Hot Shots

- **Kyle Garratt** - Communications, Social Media, Website Presence, Marketing Plan, Media, Promotion, Design, Narratives, Communications Audit
- **Kristin Gaspar** – Urban Agriculture, Sustainable Communities, Environmental Sustainability, Community Planning, Food Systems, Community Resilience
- **Stephen Cochenour** – Production Agriculture, Calculating Production Yields, Urban Farm Consultation, Operating a Business, Business Start-Ups, Developing a Business Plan, Food Systems, Restaurants, Local Food Sourcing
- **Karin Niedfeldt** – Food Safety, Cottage Food Training, High Altitude Cooking, Food Preservation, Canning, Globeville/Swansea/Elyria Programming, Diabetes Prevention, Health, Family & Consumer

The Denver Extension Hot Shot Program

A Hot Shot Is:

- Considered an **expert in their respective field(s)**. They all possess a minimum Bachelor's or Master's degree in their field(s) and have demonstrated successful field experience.
- Considered a part of a **“Think Tank Team”** at Denver Extension to help us expand our deliberate Urban Extension programming opportunities and relevance.
- A friend of Denver Extension with an **established relationship** and **spotless credibility**.
- Provided a Denver Extension **nametag and matching staff vest**.
- Invited to attend all **staff meetings**, and any staff event, party or pot-luck.
- Expected to provide a valuable and specific program-area **talent** that we currently **do not have** available on staff.
- Will work on an **as-needed and requested** basis.
- Will be paid as a **non-student CSU hourly** staff.

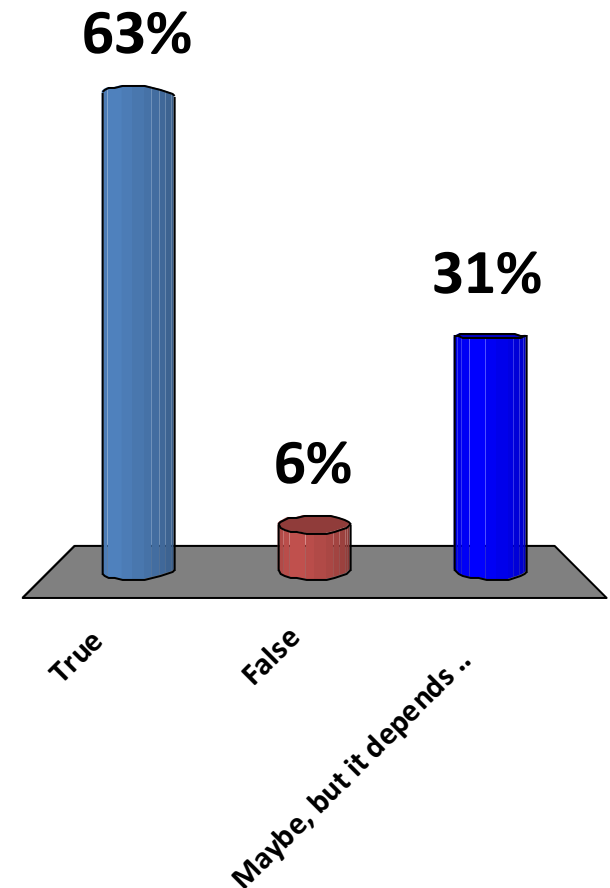
The Denver Extension Hot Shot Program

A Hot Shot Is (continued):

- Will provide direct expertise or **advice to the Director or Program Staff**.
- Is encouraged to offer programming that will generate **user fees that cover expenses** and time spent on the project.
- Is provided certain flexibility and is encouraged to bring **new ideas** to the Director and Staff.
- May be called-upon to conduct specific **research** as needed, like a literature review, examination of Best Practices, or as part of an applied-research project.
- Hot Shots are engaged on a **Year-to-Year** basis, and if either party needs to disengage or discontinue the relationship, then a one-week written notification is necessary by either party.

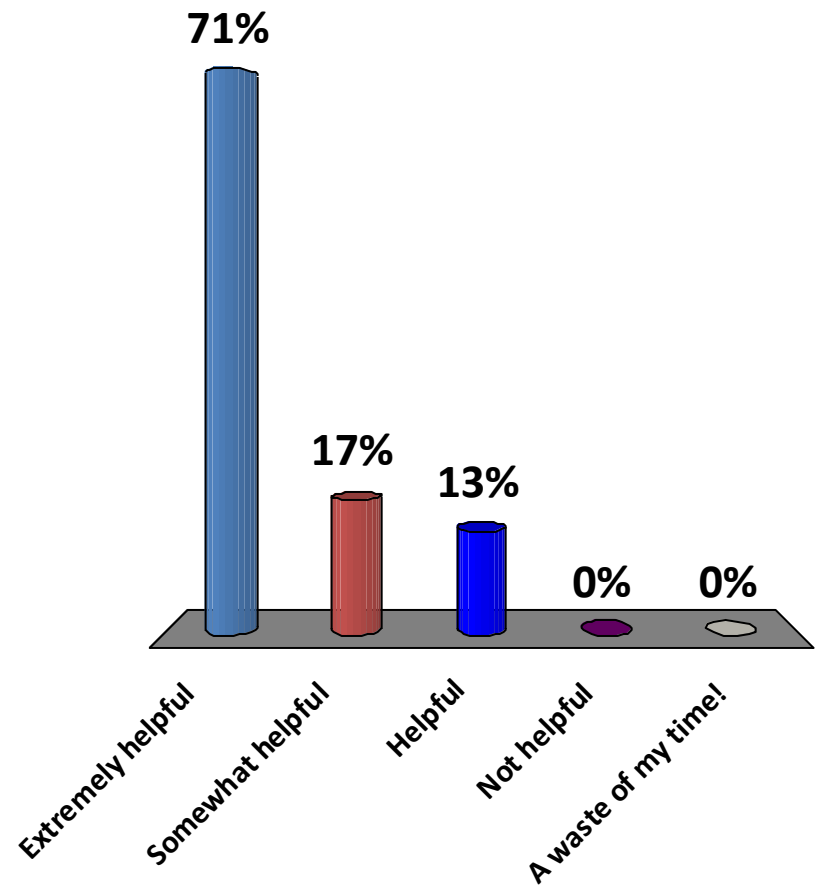
I think a Home Farm Stand Ordinance would be effective in My Community.

- A. True
- B. False
- C. Maybe, but it depends on many factors



I found the information from this presentation to be:

- A. Extremely helpful
- B. Somewhat helpful
- C. Helpful
- D. Not helpful
- E. A waste of my time!



Thank you!

Rusty Collins

County Director of CSU Extension in Denver

russell.collins@denvergov.org

(303) 547-2881



Colorado State University
Extension



DENVER
THE MILE HIGH CITY