

The Power to Grow

Survey Results

344

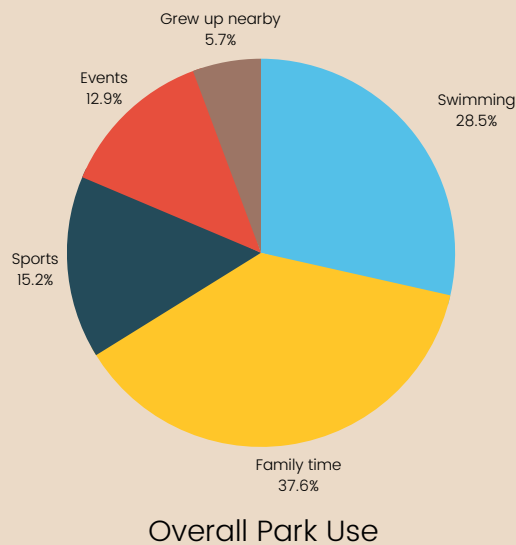
Total Surveys

299

Total Residents

6

Neighborhoods

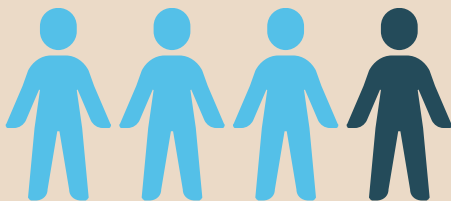


95% OF THOSE SURVEYED WERE FAMILIAR WITH WASHINGTON PARK

Most residents reported spending some time at the park, whether as a child growing up in Charlottesville or with their own children and grandchildren. Booker T. Washington Park continues to be used by many individuals for swimming, festivals, cookouts, sports, and spending time with family.

Food Accessibility In Charlottesville

Do you believe there are fair and reasonably priced fruits and vegetables that everyone in Charlottesville can access?



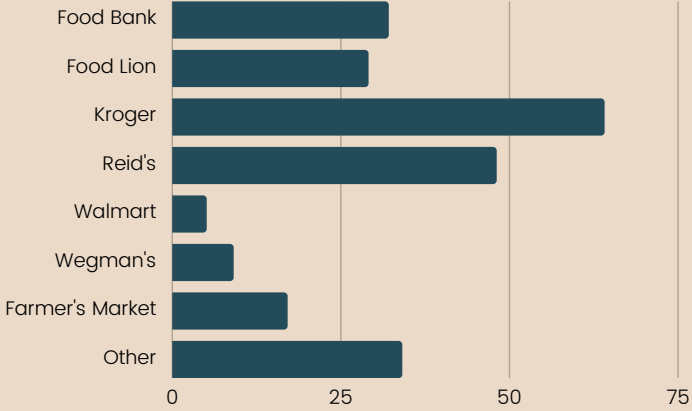
3 in 4 residents do not believe that fresh produce is accessible to everyone in Charlottesville.

70% of those surveyed said "No, fresh produce is not accessible to everyone in Charlottesville."
30% of those surveyed said "Yes, fresh produce is accessible to everyone in Charlottesville."

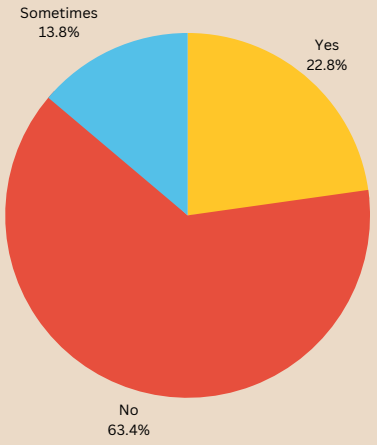
"[AN URBAN FARM AT BOOKER T. WASHINGTON PARK] WOULD GET PEOPLE HEALTHY FOOD AND GET PEOPLE TO COME TOGETHER AS A COMMUNITY." Rose Hill Resident

Where do you get your fresh produce?

The majority of those surveyed said that they get their produce from Kroger or Reid's. While Reid's is a more central shopping option, it offers a limited selection of fresh produce. Kroger, meanwhile, is 1.5 - 4 miles away from the neighborhoods surveyed.



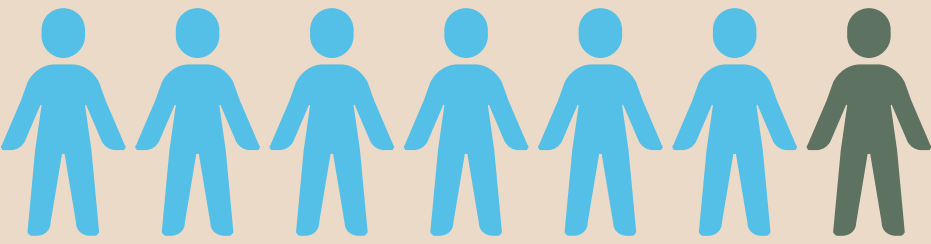
Do you face challenges in getting fresh produce?



Surveyed individuals reported only some challenges in getting fresh produce. 23% of individuals said they have some trouble but the majority (63%) stating that they did not face regular challenges.

20% of those facing challenges in acquiring fresh produce specifically mentioned issues with transportation or the cost of produce.

6 IN 7 OF THOSE SURVEYED SUPPORT THE DISTRIBUTION OF FRESH AND FREE PRODUCE TO THE RESIDENTS OF PUBLIC AND AFFORDABLE HOUSING.

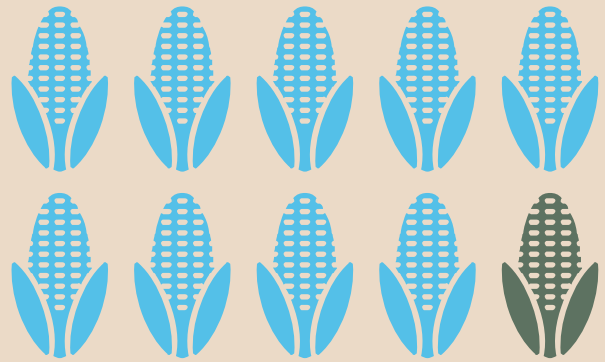


95% answered "Yes" when asked about distributing fresh and free produce to these Charlottesville neighborhoods. Only 4% said that they did not support this distribution..

An Urban Agriculture Collective farm in Booker T. Washington Park

93%

Believe a UAC farm in Washington Park would benefit the community.



When asked about potential benefits, residents said that they believed a UAC farm in Washington Park would:



INCREASE ACCESSIBILITY
TO FRESH PRODUCE



TEACH PEOPLE HOW TO
GROW THEIR OWN FOOD



ENCOURAGE COMMUNITY
GATHERING



PROVIDE OPPORTUNITIES
FOR YOUTH TO LEARN



CREATE A SPACE FOR
VOLUNTEERISM



EMPOWER BLACK AND
BROWN FOLKS

WHEN ASKED ABOUT CONCERNS ABOUT PUTTING A UAC FARM SITE IN WASHINGTON PARK, 93% STATED THAT THEY HAD NO CONCERNS.

Of those who did have concerns:

- 6 individuals mentioned vandalism
- 2 expressed concern about loss of park amenities
- 3 were worried about wildlife eating produce
- 5 answered "Yes" with not further explanation.

These results are from accumulated surveys conducted by Cultivate Charlottesville from May 2023 to June 2023.

Survey Methods & Key Findings

PURPOSE

The intention of the "Power to Grow" survey is to determine whether the local community supports the addition of Urban Agriculture Collective (UAC) farm in Booker T. Washington Park. This survey is also intended to demonstrate whether there is a need for an urban farm to create additional food access in order to present a case to Charlottesville City Council.

METHODS

The majority of surveys were conducted door-to-door by Cultivate Charlottesville Community Advocates from May to June 2023. Neighborhoods surveyed include: Rose Hill, 10th & Page, Venable, Westhaven, Friendship Court, and 6th Street. Additional survey data was collected at UAC Market Days, The Jefferson School Juneteenth celebration, and a few online surveys.

KEY FINDINGS

- **The majority of those surveyed believe that fresh produce is not accessible to all Charlottesville residents**
- **Most residents did not experience challenges in getting fresh produce.**
 - Some residents did mention that quality and quantity of produce could be limited due to prohibitive factors such as limit of federal assistance, high cost, lack of transportation, and limited selection in small markets such as Reid's.
- **The majority of residents support free and fresh produce to residents of public and affordable housing.**
- **The majority of residents believe that an Urban Agriculture Collective farm at Washington Park would benefit their community.**

GLOSSARY

Cultivate Charlottesville is a non-profit in Charlottesville that is committed to building an equitable and sustainable food system. This work is done through programs that provide garden-based and experiential learning, amplify community leaders, and advocate for food justice.

Urban Agriculture Collective (UAC) is a program of Cultivate Charlottesville that focuses its programming on providing produce at no-cost to residents of public and affordable housing. UAC operates three urban farm plots in the city at West Street, 6th Street, and CATEC.

The Power to Grow is part of a multi-organizational effort laid out in the Food Equity Initiative to make sure that residents of housing redevelopments have access to fresh produce.

Community Advocates are a cohort of community leaders that work with Cultivate Charlottesville to strengthen their advocacy skills and ensure that community voice is centered in this work.