



Institute for Public Strategies



Urban Agriculture Incentive Zone (UAIZ)

Environmental Layer

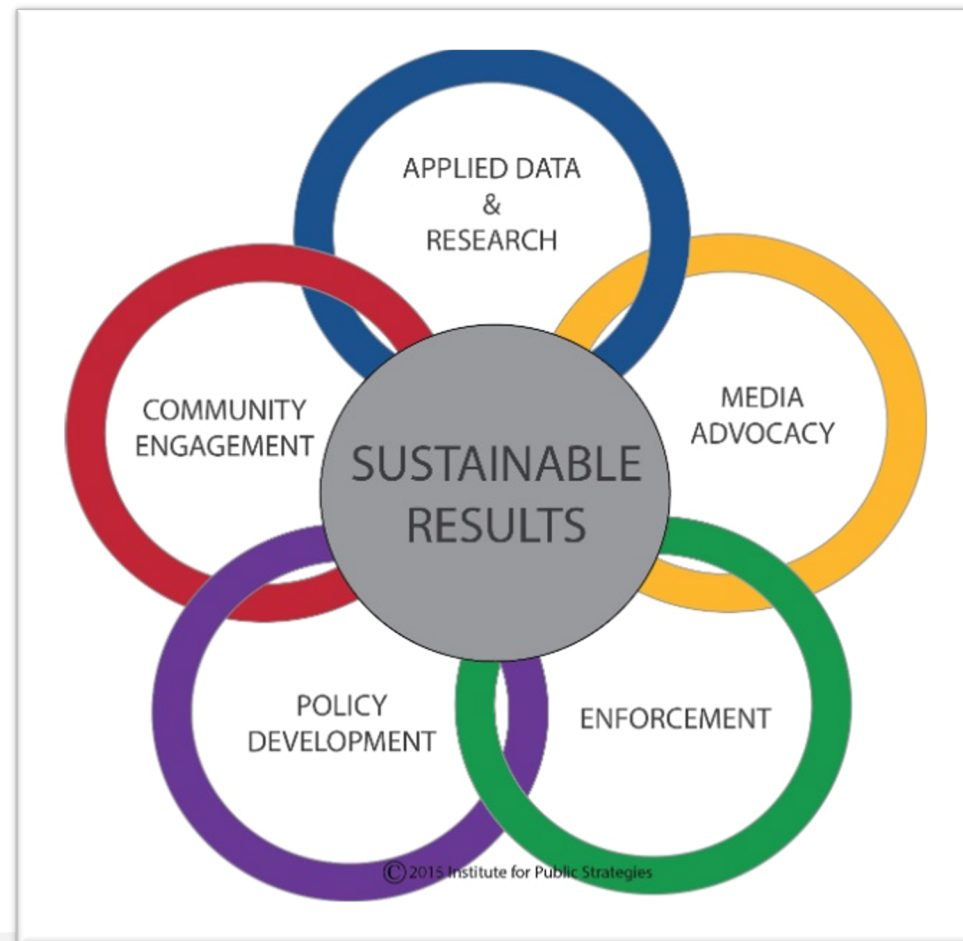
Healthy Communities





What is IPS – Institute for Public Strategies?

- Founded in 1991
- Focus solely on Environmental Prevention
 - Protection Public Health & Safety
 - System/Project Design
 - Project Implementation
 - Current Projects: San Bernardino, San Diego & Los Angeles Counties
- Pomona: Champions for Change (C4C)





IPS Pomona: Champions for Change (C4C)

- Program created to make healthy living easier in places we:
 - live, learn, work, play, pray & shop
- 3 Layers:
 - Individual Layer – Nutritional Education
 - Pomona, Covina & West Covina
 - Institutional Layer – School Gardens & Nourish
 - School Wellness Policy & Smarter Lunch Room
 - Environmental Layer – Urban Agriculture Incentive Zone Policy
 - Community Gardens



What is the Urban Agriculture Incentive Zone?

- Program that uses vacant lots & land for a “small-scale agricultural purpose” to provide residents with healthier food options
- Created to address social & ecological factors that impact our region & residents
 - Lack of fresh produce in low income areas
 - Vandalism & littering



Mission & Goals

- Goals:
 - Create a more sustainable & ethical form of living
 - Improve the quality & nutritional content of food accessible to residents
- Mission:
 - Increase land access for urban agriculture
 - Community beautification
 - Garden to table
 - Family & child engagement
 - Create supplemental income \$\$



Community Beautification

- Greener spaces
 - Empty lot = beautiful green garden
 - Reduce waste through compost
- Opportunity for recreation
- Decrease in vandalism
 - Reduce/stop illegal trash dumping
 - Increases “eyes on the street”



<http://www.resilience.org/stories/2014-04-17/greening-philly-s-vacant-lots/>



<http://www.resilience.org/stories/2014-04-17/greening-philly-s-vacant-lots/>



Access to Healthier Foods

- Garden to table
 - Reduce “food miles” when transporting foods
 - Reduce the impact of “food deserts”
- Fresh grown fruits, vegetables & herbs
- Diverse foods
 - Opportunity to learn & try foods from different cultures



<https://www.red-wing.org/red-wing-community-gardens.html>



Family & Child Engagement

- Active time between family & children
 - Increase physical activity through garden maintenance
 - Improve poor nutrition & decrease obesity
 - Encourage kids to go outside
- Educate children & family on food, agriculture, environmental sustainability & health



http://www.mlive.com/business/west-michigan/index.ssf/2010/06/urban_farms_taking_root_in_gra.html



Economy \$\$

- Opportunity to create a supplemental income
 - Participants are able to sell their produce in local Farmers' Markets \$\$
- Educate themselves on the practice of gardening & agriculture



<https://www.yelp.com/biz/farmers-market-pomona-valley-pomona>



<https://www.yelp.com/biz/farmers-market-pomona-valley-pomona>



Implementation

- Who can participate?
 - Community residents interested in growing their own food
- What can be harvested?
 - Fruit, vegetables & herbs
- How will the land be acquired?
 - Owners with empty lands can apply for a 5 yr lease to offer their land up for gardening & receive a tax reduction in property taxes.



Land Owners

- Can receive a tax reduction by leasing their land for a minimum of 5 yrs to be used as a garden in the UAIZ program
- The property qualifies if:
 - It's vacant
 - It's between 0.1 -3 acres

Inland Valley Food Map

CSA

Huerta del Valle Garden

Sarvadaya Farms

Community Garden

Center Street Community Garden

TriCity Therapeutic Community Garden

Uncommon Good

PUSD Vacant Lot

South Hills Presbyterian Community Gar...

Farm

Amy's Farm Tours

The Farm at Pomona Fairplex

Farm Store at Kellogg Ranch

Food Pantry/ Emergency Food

Trinity United Methodist Church

Urban Mission

St Paul's Episcopal Church

Pomona Valley Christian Center

...

8 more

Food Benefits

WIC North Pomona

WIC South Pomona

WIC Indian Hill

Los Angeles County Department of Soci...

Pomona Unified School Meal Program

Farmers' Market

Inland Valley Hope Partners Farmer's Ma...

Claremont Forum Farmers & Artisans M...

Old Town La Verne CFM

This map displays the Inland Valley Food Map, highlighting various food-related locations in the Pomona and San Dimas area. The map includes a legend on the left side, categorized by food type and location. The legend categories are:

- CSA**
 - Huerta del Valle Garden
 - Sarvadaya Farms
- Community Garden**
 - Center Street Community Garden
 - TriCity Therapeutic Community Garden
 - Uncommon Good
 - PUSD Vacant Lot
 - South Hills Presbyterian Community Gar...
- Farm**
 - Amy's Farm Tours
 - The Farm at Pomona Fairplex
 - Farm Store at Kellogg Ranch
- Food Pantry/ Emergency Food**
 - Trinity United Methodist Church
 - Urban Mission
 - St Paul's Episcopal Church
 - Pomona Valley Christian Center
 - ... 8 more
- Food Benefits**
 - WIC North Pomona
 - WIC South Pomona
 - WIC Indian Hill
 - Los Angeles County Department of Soci...
 - Pomona Unified School Meal Program
- Farmers' Market**
 - Inland Valley Hope Partners Farmer's Ma...
 - Claremont Forum Farmers & Artisans M...
 - Old Town La Verne CFM

The map also shows major roads, landmarks, and geographical features. Key locations include Bonita High School, University of La Verne, Brackett Field Airport, LA County Fair, Super King Market, Mission Tiki Drive-in Theatre and Swap Meet, and Chino Town Square. The map is powered by Google Maps and includes a scale bar at the bottom left.



Overall View

- The UAIZ was created to give residents access to fresh & healthy food
- Community gardens will help:
 - Improve the quality & nutritional content of food
 - Engage the community
 - Decrease vandalism
 - Educate people on food & health
 - Encourage kids to go outside



<https://communitygarden.org>



<http://sustainablemaui.org/wp-content/uploads/2012/12/community-garden-sign.jpg>



Contact Info

- Valeria Segura – IPS Health Educator
- Phone #: (909) 266 – 1660 x 149
- Email: vsegura@publichealthstrategies.org