



Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager

DATE: April 9, 2013
TO: Naomi M. Kelly
City Administrator
FROM: Phil Ginsburg, General Manager
THROUGH: Dawn Kamalanathan, Capital Program Manager
CC: Sarah Ballard, Director of Policy and Public Affairs
RE: Urban Agriculture Program Administration

The Recreation and Park Department (RPD) proposes that the newly created Urban Agriculture Program, per San Francisco Administrative Code Sections 53.1 through 53.4, be administered by the Recreation and Park Department as outlined below.

RPD was actively involved in the interdepartmental working group that crafted a preliminary strategic plan for meeting the goals of the Urban Agriculture ordinance. RPD has also run a Community Gardens Program for over twenty years, and currently manages 25 community garden sites, 9 DPW sites and 1 PUC site. The following areas of expertise that extend beyond the Community Gardens Program make RPD a strong candidate for accomplishing the work of the new citywide Urban Agriculture Program:

- Fundraising
- Close, productive working relationships with other city departments
- Successful volunteer recruitment and management
- Inclusive, comprehensive community processes
- Established “partnerships pathway” for working in collaboration

The Department proposes to take the lead on advancing the Urban Agriculture Program by dedicating one full time FTE staff member to the administration and advancement of San Francisco’s Urban Agriculture Program. This dedicated staff person will work closely with RPD’s Community Gardens Program Manager (25% FTE for 1 staff member (5261 classification)), who is funded through existing Open Space funding for RPD Community Gardens Program and who has been actively involved with the interdepartmental urban agriculture strategic planning working group.

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The Urban Agriculture Program Coordinator, housed within RPD, will perform the following tasks:

1. Work in close coordination with an interdepartmental staff working group comprised of representatives from departments that were actively involved in developing a preliminary strategic plan (such as RPD, SF Environment, DPW, PUC, Planning, Real Estate);
2. Work in close coordination with community stakeholder groups (such as SPUR, SFUAA) and individuals;
3. Outline year 1 deliverables and refine the strategic plan to accomplish these deliverables; such as
 - A. Identifying specific new sites and resource centers or “hubs” for urban agriculture, including specific budgets for each and opportunities for communal gardening;
 - B. Refine the strategy to reduce the waiting list for San Francisco residents seeking access to a community garden plot and to optimize plot use;
 - C. Expand the Department’s recently improved Community Gardens Program website pages to be even more of a citywide resource;
4. Provide technical assistance to community gardening and urban agriculture organizations;
5. Develop and distribute materials and resources for urban agriculture;
6. Evaluate, at the close of year 1, whether more resources are needed, and make recommendations to the Board of Supervisors.

FY 2013 Budget (for one-time Addback from Supervisor David Chiu):

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| 100% FTE for 1 staff member (3374 classification) for 1 full calendar year | \$ 104,000 |
| 5% FTE for 1 RPD staff member (5261) to support work of 3374 Urban Agriculture Program Coordinator | + \$ 16,000 |
| Identified Urban Agriculture Program Funding through Addback | \$ 120,000 |

