

HUG

Highlands Urban Garden

#2022-report



**NATIONAL
LANDING**

Rotary
Crystal City-Pentagon
Rotary Club



PLOT
AGAINST
HUNGER



LIVABILITY22202



HUG

Highlands Urban Garden

**Enhancing urban public spaces
through community supported agriculture**

Established in 2020, the HUG is a project of Livability 22202 and the Friends of Urban Agriculture, generously sponsored by Arlington County, National Landing BID and the Crystal City-Pentagon Rotary Club.



980 lb donated

That's a lot of veggies!

1,270 volunteer hours

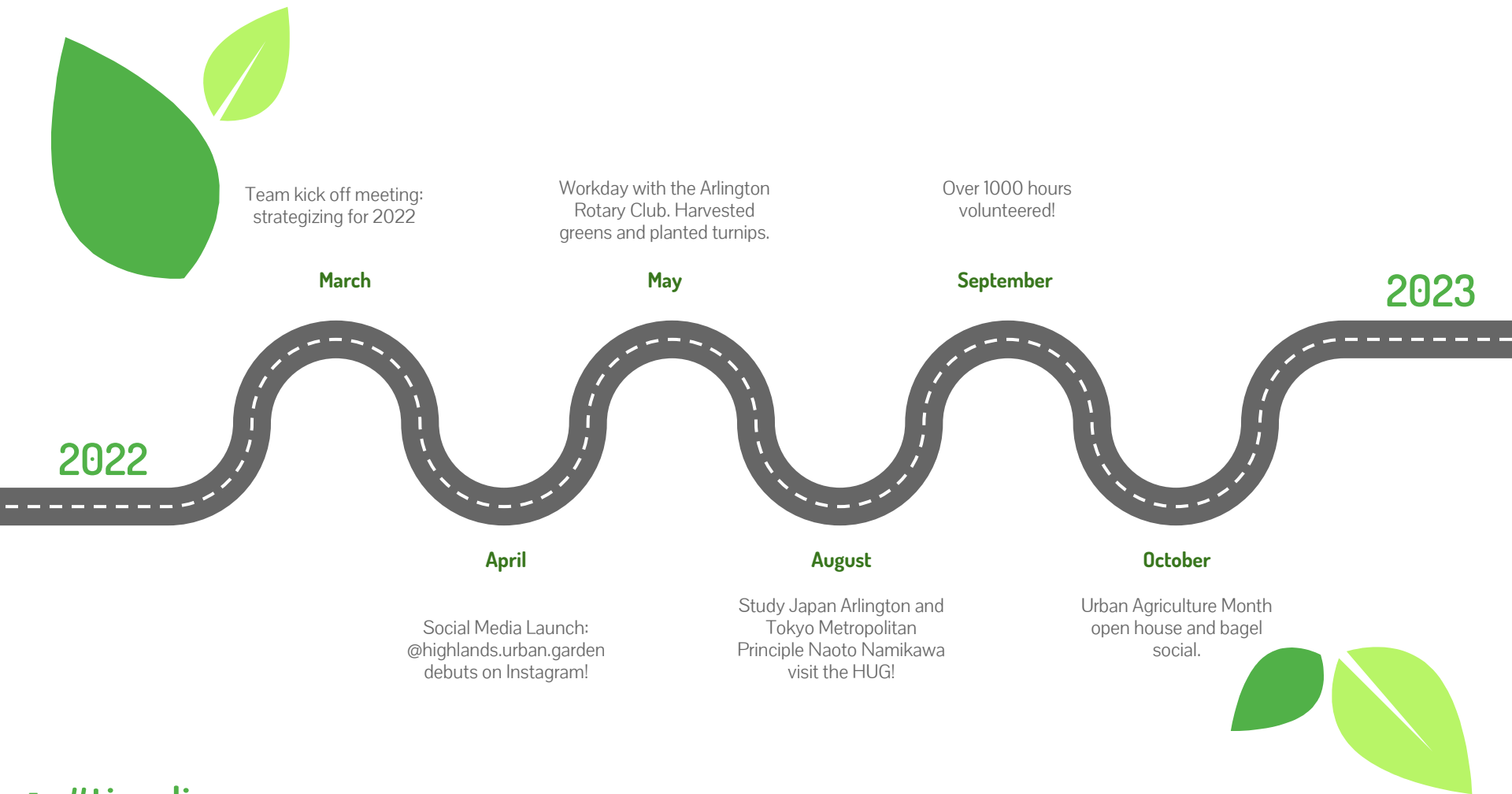
We have the best team!

\$27,872

Estimated economic impact returned



#celebrate





#seed



2022 VOLUNTEER EXPERIENCE

Team building was a major focus of the year with attention paid to retention of the volunteers.

Leadership development naturally arose out of greater level of responsibility and comfort working independently.

Communications within the team also was dramatically improved by adopting the use of Slack ap.

Recruitment efforts were less of priority due to strength of core team, this allowed safe exploration of new VOLGISTICS system.

2022 SITE DESIGN IMPROVEMENTS

Chairs were added to give visitors and passers by a place to sit and enjoy the space.

Signs were printed and fixed to the perimeter fence with information about the project.

Storage shed was added to store long handled tools, donation coolers and sunshade.

New tools purchased and kept onsite for volunteer use.

Pop-up tent easily provided shade and protection from the elements to volunteers.

Grow bags were added behind the metal containers providing additional 88 sq ft (52%) area.

Metal Trellises went up over the water tanks capturing important vertical growing area.



Now registered as USDA People's Garden!



#grow



QR CODES

Internal use

Volunteers scanned a code to record their hours.

External use

Code was included on printed yard signs hung on exterior of fence to redirect visitors to web page with more information about project.

KEY LESSONS

Balance in system design is essential to care for the needs of the volunteer team (people) as well as the plants and animals in the system (nature)

Harvest can be defined in terms as more broadly than just the weight of produce, and should include the benefits to the individuals, community at large and ecosystem.

Outreach to the community, both locally and around the world, by demonstrating commonality and connections. Our #setagaya project showed how much we shared with urban farmers in Japan.

Model use of marginalized space can be replicated as principle, and scaled. New grow bags were able to fit into unused space, metal trellis was able to make use of vertical space above water tanks, and magnets made use of lid of the storage box.

Connections with members of the public repeatedly showed value appreciation of project. People liked what we're doing! Need to tap into this for 2023 to increase public participation and education.

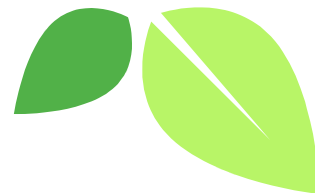
SOCIAL MEDIA

Instagram

@highlands.urban.garden
Active weekly postings and in fun quick video format drew in almost 200 new followers in 2022

Slack

Volunteer team grouped internal communication, scheduling and chats together in one location. Significant improvement in communications!





#harvest



Goals for 2023

We have a lot of work to do next year!

2,000 volunteer hours total

Increasing participation by 30%

\$40,000 impact

Measurable, meaningful lifetime ROI

Leadership development

Ensuring future of HUG project

HUG

Highlands Urban Garden

With grateful thanks to our partners



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